

Southern HARDWARE

1954
FEBRUARY

In this issue
**Dealers Report on
How They Advertise**
Pg. 63

Including the SOUTHERN FARM EQUIPMENT section

Changed markets demand changed products

Today's big steel goods volume is in matched lawn and garden tools, styled for Mr. and Mrs. America . . .



Green Thumb

By UNION

Beautiful new matched tools with natural finished ash handles and forged heads of highest quality, *guaranteed by free replacement*. Guarantee displayed on every tool and in national advertising this Spring.



SPEEDLINE

Matched tools with brilliant *blue* handles of finest ash. Highest quality, nationally advertised for many years. Millions of home gardeners, today, look for these tools with the blue handle.



FLEX-BEAM

These forks, unbreakable where other forks break and selling at no premium in price, appeal to today's careful-living farmers.



RAZOR-BACK

Simplifies your stock. You can do most of your shovel business, today, by stocking 4 popular patterns of this shovel with a backhoe.

Order these best sellers from your UNION jobber.



Order 1954 Catalog from
**THE UNION FORK & HOE
COMPANY**
Columbus 15, Ohio

Wood Screws
Machine Screws
Pop Screws
Topping Screws
Stove Bolts
Carriage Bolts
Lug Bolts
Machine Bolts
Cotter Pins



NAT SERVES ONLY THE BEST

Serving the fastener needs of the hardware trade has been National's business for more than 60 years. Through those years, National has built a reputation for the most complete line of uniform, dependable, high-quality fasteners made for the hardware field.

Packaged in snappy, red and black cartons with color-coded identification labels, the National line is easy to stock, easy to handle... and wears well in handling because dirt and fingerprints don't show on these shiny black boxes.

That's why we say "Nat Serves Only the Best" ... with uniform quality and uniform packaging for the most complete line made by one manufacturer. Write us today for full information on the National line.



THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave., Los Angeles 22, Cal.



FASTENERS



MODELL CHAINS



CHESTER HOISTS



SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia 1 - 8 - 4.
Subscription price in United States and possessions \$1.00 per year.
Entered as second-class matter at the post office, Dalton, Georgia, under the Act of March 3, 1879.

Volume 123

Number 2

AND PLANTER

49



"It's so comforting to know that Bethlehem Fence keeps the animals where they belong."

The first year is the hardest. There's not too much incentive to go on, and the kids need some real encouragement to keep them in 4-H," says Joe. Joe is co-leader of the Whittier Club, near Hockessin, Delaware. Last year, for the first time, six boys and girls received the Joe Mitchell Award at the New Castle County 4-H Fair Banquet. It was a proud moment for them.

Advertisements like this, appearing regularly in regional farm papers, are catching the attention of fence buyers.

ASK YOUR JOBBER...about Bethlehem Fence
... steel fence posts ... barbed wire ...
nails and staples ... bolts and nuts
... bale ties ... baler wire ... clothes
line and other Bethlehem products.



BIGGEST COMBINATION PADLOCK NEWS IN A DECADE!

Master No. 1500 and 1525 NOW ARMORED IN

STAINLESS STEEL!

AT NO INCREASE IN PRICE!



**Here's Why
MASTER
COMBINATION
PADLOCKS
Sell Faster!**

▼
**STRONG DOUBLE-WALL
CASE CONSTRUCTION**

▼
**HARDENED STEEL
LOCKING LATCH**

▼
**TUMBLERS
AUTOMATICALLY
DISARRANGE**

▼
**BUILT IN "SOUND
EFFECT" TO PREVENT
PICKING**

▼
**NICKEL-PLATED
ALLOY STEEL SHACKLE**

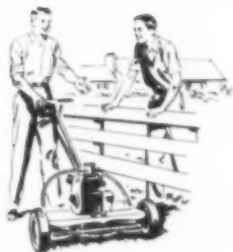
▼
**COMPLETELY FREE
FROM DELICATE,
TROUBLESOME PARTS**

Consecutive numbering and
Combination Record Book
available for special in-
stallations at no extra cost.

Master Lock Company, Milwaukee 45, Wis.
World's Leading Padlock Manufacturers

**Make sales faster with
Master Padlocks**
EVERY ONE AN OUTSTANDING VALUE

*One satisfied
customer...*



*tells another
about...*

Moto-Mower Quality

When you handle Moto-Mower, your best salesmen are the thousands of satisfied owners who tell their neighbors they can't go wrong on a Moto-Mower. Moto-Mower quality has been making users happy for 35 years—building up a tremendous following of satisfied customers who will send ready-to-buy prospects to *your* store. Yet this Moto-Mower quality costs no more.

There's a Moto-Mower model—reel-type or rotary—in a size and price to meet the mowing needs and pocketbook of every customer. Ask your wholesaler for complete information.

We're telling this story of Moto-Mower quality through what we believe to be the greatest volume of national magazine and local advertising being used by any mower manufacturer. Let it help *you* sell power mowers!

Moto-Mower
18" Roto-Mower
with Briggs &
Stratton Engine

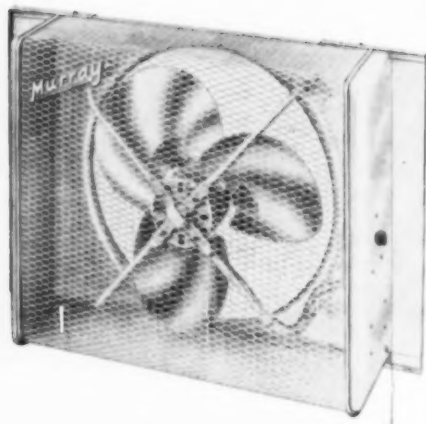
SELL THE MOWER
BACKED BY 35 YEARS
OF QUALITY



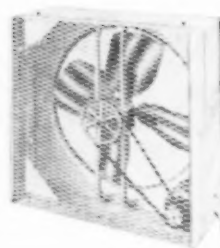
THE MOTO-MOWER COMPANY • Richmond, Indiana
Subsidiary of DETROIT HARVESTER COMPANY

SOUTHERN HARDWARE for FEBRUARY, 1954

Murray 20" Window Fan
Reversible or Exhaust—
Only, 1 or 2 speed



Murray 30" Window Fan
Reversible or Exhaust—
Only, 1 or 2 speed



Murray

Kans

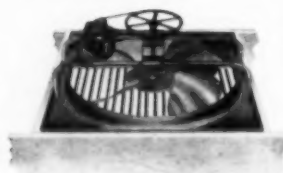
the line . . . with the South in mind

✓

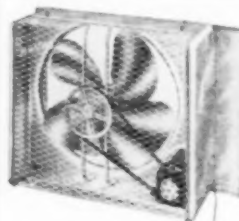
Murray fans are made in the South, with the Southern customer and the Southern dealer foremost in mind. Murray — and only Murray offers a complete line — a type of attic or window ventilating fan to fit every Southern home, every Southern pocketbook.

Murray — and only Murray — offers a complete money-back inventory guarantee to its distributors. Murray — and only Murray — offers the best product, the best advertising back-up to Southern dealers. For full information on dealer and distributor franchises and free catalog, write . . .

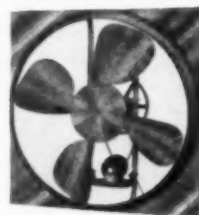
Exclusive National Sales Agents for Murray Fans
H. C. Biglin Co., Inc.
177 Harris St., N.W.
Atlanta, Ga.



Murray Attic Fan
Vertical Discharge



Murray 24" Window Fan
Reversible or Exhaust—
Only, 1 or 2 speed



Murray Attic and
Industrial Fans
Horizontal Discharge



Murray 16" Window Fan
Portable room-to-room

Murray

Company of Texas, Inc.

VENTILATING FAN DIVISION • ATLANTA, GA.

GOODBYE FOREVER

to toilet tank
leaks, gurgling and
jiggling!



NO GUIDE ARM!
NO LIFT WIRES!

NO DRIP!
NO GURGLE!

NO PLOP!
REGULATES
WATER FLOW!

MODERN NEW KORKY CLOSET TANK SEAL ELIMINATES GUIDE ARM AND LIFT WIRES

No more guide arm and lift wires to become misaligned . . . no more tank ball "centering" . . . no more leaks, gurgling or jiggling! Korky does away with all this forever - brings a *new kind* of quiet, dependable tank closure to your customers. Saves time, money, water - tempers, too! Fingertip operation - just touch and release lever. Korky finds its own seat to assure an absolute seal automatically with every flush! Public acceptance of Korky is setting all-time records! Hurry - order display cartons of 12 Korkys each to sell at \$16.68 (\$1.39 per unit). You make \$6.67 per carton. Order through your wholesaler or mail coupon today!

**Mail
Coupon
Today!**

LAVELLE RUBBER COMPANY
428 NORTH WOOD STREET • CHICAGO 22, ILLINOIS

Please send me _____ doz. Lavelle Korky Closet Tank Seals
(12 to a Master Display Carton at my cost of \$10.01 per doz.)

Store Name _____

Address _____

City _____

State _____

Please ship through my wholesaler, whose name is _____

Wholesaler Name _____

Wholesaler Address _____

THE ALLENCO LINE

There's an Allenco sprinkler or hose accessory for every purpose, every purse.

Allenco watering-tools—more than any other—are presold to your customers by advertising.



If your jobber doesn't offer the Allenco line, write to...

Established 1887

W. D. ALLEN MANUFACTURING CO.
CHICAGO 6 • NEW YORK 7

ALSO *Found* IN FIRE PROTECTION EQUIPMENT

**Whatever Your Watering-Need
your best tool for it is in
the ALLENCO line**

**WATERING
(A-B-C-D-E)**
From the low sprayer
to the high sprayer,
the Allenco line offers
the choice of sprayer
equipment to fit your
needs.



ALONE (B-D-F)
Anything that it takes
longer to do with any
other sprayer will do
it with ALONE. It's the
most efficient sprayer
yet developed.



One Drop (B-D-F)
It's the only sprayer
that will spray the
water in a fine mist
that will penetrate the
soil and reach the roots.



WING (B-D-E)
It's the only sprayer
that will spray the
water in a fine mist
that will penetrate the
soil and reach the roots.



SPR (B-D-F)
It's the only sprayer
that will spray the
water in a fine mist
that will penetrate the
soil and reach the roots.



SPR (B-D-F)
It's the only sprayer
that will spray the
water in a fine mist
that will penetrate the
soil and reach the roots.



SPR (B-D-F)
It's the only sprayer
that will spray the
water in a fine mist
that will penetrate the
soil and reach the roots.



SPR (B-D-F)
It's the only sprayer
that will spray the
water in a fine mist
that will penetrate the
soil and reach the roots.



SPR (B-D-F)
It's the only sprayer
that will spray the
water in a fine mist
that will penetrate the
soil and reach the roots.



SPR (B-D-F)
It's the only sprayer
that will spray the
water in a fine mist
that will penetrate the
soil and reach the roots.

**Our 20 specialties
are rated to match
these needs—**

- A Full range of water
- B Small, medium, garden
- C Portable, automatic
- D Automatic, automatic
- E Automatic, automatic
- F Automatic, automatic
- G Automatic, automatic

**Choose at 10 hand
sprays, plus hose
accessories.**

**FEED: This book
can save you
time. Trouble
shoot, garden,
water for all.**



**How to Water
EASIER, BETTER**

**Look for the name
ALLENCO
where you buy garden supplies**

CHICAGO 367
W. D. ALLEN Manufacturing Co.
CHICAGO 367 • NEW YORK 7
Also 218 E. 1st St. (Post Office Building)

The Makers of SPOT CORD Present...

TITE-ROPE ▶

Red, white and blue display cartons — each containing twelve 50-foot hanks — show off this favorite plastic-covered WIRE clothes line. It's extra strong, non-rusting and easy to clean. A long-lasting line that makes satisfied customers.

BEAVER ▶

Eye-catching yellow and brown printed, single hank, cello-bags that keep the line sparkling clean. Two 50-foot hanks connected, a good size 7, solid braided cotton clothes line.



Smart PACKAGING THAT SELLS CLOTHES LINE

Brighten up your shelves with these
Samson sure sellers!

CROCUS ▶

Packed in orchid-and-yellow cartons for easy display and customer appeal! Two 50-foot connected hanks per carton. Hanks can easily be cut apart for 50-foot sales. Uniform size 6 braided cotton clothes line.

STARLINE ▶

It's priced to meet your demand for a fine strong WIRE centre plastic-covered clothes line. It has three wires in the centre. It is brightly labelled and cello-wrapped, two 50-foot hanks connected.



Samson CORDAGE WORKS
BOSTON 10, MASSACHUSETTS





REPUBLIC HEX HEAD CAP SCREWS

From head to thread Republic Hex Head Cap Screws are made right. Heads are square-faced to take wrench snugly...strong to avoid slippage on tough pull-ups.

Shanks are tough and sturdy to withstand shock and vibration.

Threads are clean, sharp and accurate with full engaged-thread area.

More than 20,000 regular types and sizes of headed and threaded items make Republic Steel a good source for all your fastener needs.

REPUBLIC STEEL CORPORATION

Bolt and Nut Division

Cleveland 13, Ohio • Gadsden, Alabama

GENERAL OFFICES • CLEVELAND 1, OHIO

Export Department: Chrysler Building, New York 17, N. Y.

REPUBLIC

*Upson
Quality*



BOLTS AND NUTS

Other Republic Products include Pipe, Sheets, Tubing, Hot Rolled and Cold Drawn Bars—Carbon, Alloy and Enduro Stainless Steels



Buy of the year 43% PROFIT!

FIVE \$1.19 FLASHLIGHTS FREE

8 Beautiful Olin Flashlights (5 OF THESE ARE FREE)
240 Olin Guaranteed Flashlight Batteries...ALL for \$25.77!

- Retail Value \$45.52
- Your Profit \$19.75...(43.38%)!



240 No. 1511 OLIN GUARANTEED BATTERIES

240 Long-life guaranteed batteries in attractive 48-unit counter display cartons. Each battery carries this Olin guarantee: "If this battery damages your flashlight, send it with battery to us. We will promptly give you free a new flashlight of equal value plus batteries." *Suggested Retail Price - 15¢*

FOR LIMITED TIME ONLY

FREE \$1.19 FLASHLIGHT WITH EACH DEALER CARTON OF 48 OLIN No. 1511 GUARANTEED BATTERIES



8 No. 2011 OLIN FLASHLIGHTS IN HANDSOME COUNTER DISPLAY

2-cell power beam. Fixt-focus. Solid-drawn polished brass with chromium-plated fittings. Lock "ON-OFF" switch. Removable End Cap.

Suggested Retail Price - \$1.19



ELECTRICAL DIVISION
 OLIN INDUSTRIES, INC.
 NEW HAVEN 4, CONN.

*The pump everyone's
talking about ...*
**THE NEW COOK
Submergible**

Here's the pump you've been waiting for — the
NEW COOK Submergible. The pump that is easy
to sell in any market, farm, home or
industry. No other pump has so many advantages.
Once installed — it's out of sight. No noise —
no maintenance. It's self-lubricated for life.
Available in a wide range of capacities and sizes.

This is an exclusive design. There is no
other pump like it.

Excellent, exclusive territories are still
available for dealers and distributors. Write
for complete details.



COOK WATER SYSTEMS

DAVENPORT, IOWA

Manufactured by The Aquatec Manufacturing Co.
Davenport, Iowa



THE COOK LINE OF FINE QUALITY PUMPS AND WATER SYSTEMS

SATONE[®]

ALKYD FLAT ENAMEL

Newest Sales Star in Your Paint Picture



Satone, the amazingly new, totally different alkyd flat enamel, was born a star and performs like one. On walls, woodwork and trim, Satone gives your customers an array of beautiful colors plus a velvet-smooth finish that dries fast. Satone has no painty odor.

Combined with a merchandising plan that has proved its ability to make sales, Satone is a box office attraction that leaves standing room only in your BPS paint department.

FIVE BIG SELLING FEATURES

- ★ No Painty Odor
- ★ Scrubbable Time After Time
- ★ 100 Smart New Decorator Colors
- ★ Covers in One Quick-Drying Coat
- ★ No Special Sealer or Primer Needed

Get your **FREE** sample
of Satone **NOW!**

The Patterson-Sargent Company
1325 East 38th Street
Cleveland 14, Ohio

Gentlemen:

SM

I would like to try a quart can of New Satone, without cost or obligation to me!

NAME

STORE NAME

ADDRESS

CITY STATE

THE PATTERSON



SARGENT CO.

We sell and recommend
"MOTO-MOWER"
best known NAME IN POWER-LAWN-MOWERS for thirty-one years

18" Moto-Cut
18" Lawn Ace
20" Moto-Boy
18" Roto-Mower



There's a
MOTO-MOWER
for every
size Lawn
—to fit
every
Pocketbook!

Any Member of the Family Can Use MOTO-MOWERS!

Easy starting, extra-powered lawn mowers that have eye-appeal design—built in sizes to meet the requirements of every lawn owner's needs and pocket book.

Trouble free performance and easy operation make Moto-Mowers a popular item in your garden tool department. Faster turnover means more profits for you!

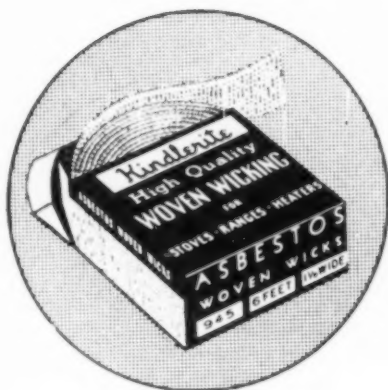
PLACE YOUR ORDER TODAY WITH YOUR KING HARDWARE SALESMAN OR WRITE US FOR MOTO-MOWER INFORMATION

KING HARDWARE COMPANY

490 Marietta St.
ATLANTA, GA.

GIVE YOUR WICKING SALES A BOOST

Sell the 3 R/M reliables



KINDLERITE

R/M's standard quality woven asbestos kindler. A sturdy, long-lived wicking with wire core in both warp and filling yarn. Packaged 5½ ft., 6 ft. and 100 ft. to the box. In widths of ¾", 1", 1¼" and 1¾".



QUIK FLAME

The most efficient kindler ever developed for range burners. Patented open mesh construction provides best possible results with distillate oils. The extra-heavy wire core yarn keeps the kindler upright in the burner channel. Glass yarn at burning edge facilitates the removal of carbon deposits. Packaged 6 ft. to the box. ¾" and 1¾" wide.



WOVEN GLASS

The acme of perfection in stove kindlers. The only glass wicking woven with a wire core in every strand to protect the burning edge. Packaged 5½ ft., 6 ft. and 100 ft. to the box. In widths of ¾", 1", 1¼" and 1¾".

R/M lighting rings provide long life and trouble-free performance in wickless kerosene stoves and heaters. The public knows this; so keep them in stock and keep your customers happy. All of them are priced to yield a generous profit.



RAYBESTOS-MANHATTAN, INC.
ASBESTOS TEXTILE DIVISION, Manheim, Pa.

FACTORIES: Manheim, Pa. • No. Charleston, S.C. • Passaic, N.J. • Neenah, Wis. • Crawfordsville, Ind. • Peterborough, Ontario, Canada
RAYBESTOS-MANHATTAN, INC. Asbestos Textiles • Packings • Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose
Rubber Covered Equipment • Industrial Rubber, Engineered Plastic, and Sintered Metal Products • Abrasive and Diamond Wheels
Bowling Balls

Here It is!

The biggest, most highly-developed line of Utility Electric Tools in Millers Falls history

Send for this colorful new catalog displaying Millers Falls whole wide line of high-performance "Do-It-Yourself" power tools, accessories and attachments. Copies are available in any quantities imprinted with your name for distribution to your customers.

MILLERS FALLS COMPANY
Greenfield, Mass.



MILLERS FALLS

**MILLERS FALLS
TOOLS**
SINCE 1866

Utility POWER TOOLS

**No. 1514
\$23.48**

1/4-inch Pistol Grip Drills
Available in 1/2, 3/4, and 1-inch sizes.

These tools have been designed for the most efficient and convenient drilling. They have a 1/2-inch pistol grip, a 1/2-inch chuck, and a 1/2-inch motor. They are available in 1/2, 3/4, and 1-inch sizes. They are available in 1/2, 3/4, and 1-inch sizes.

**No. 1515
\$11.00**

**No. 1516
\$11.00**

**No. 1517
\$11.00**

**No. 1518
\$67.95**

Portable Electric Saws

These tools have been designed for the most efficient and convenient cutting. They have a 1/2-inch pistol grip, a 1/2-inch chuck, and a 1/2-inch motor. They are available in 1/2, 3/4, and 1-inch sizes. They are available in 1/2, 3/4, and 1-inch sizes.

**No. 1519
\$19.95**

**No. 1520
\$19.95**

**No. 1521
\$23.48**

1/4-inch Spade-Handle Drills
Available in 1/2, 3/4, and 1-inch sizes.

These tools have been designed for the most efficient and convenient drilling. They have a 1/2-inch pistol grip, a 1/2-inch chuck, and a 1/2-inch motor. They are available in 1/2, 3/4, and 1-inch sizes. They are available in 1/2, 3/4, and 1-inch sizes.

**No. 1522
\$19.95**

**No. 1523
\$19.95**

**No. 1524
\$40.95**

Most Powerful 1/2-inch Utility Drill Made

This tool has been designed for the most efficient and convenient drilling. It has a 1/2-inch pistol grip, a 1/2-inch chuck, and a 1/2-inch motor. It is available in 1/2, 3/4, and 1-inch sizes. It is available in 1/2, 3/4, and 1-inch sizes.

**No. 1525
\$19.95**

**No. 1526
\$19.95**

**No. 966
\$37.50**

6-inch Sander-Polisher

This tool has been designed for the most efficient and convenient sanding and polishing. It has a 1/2-inch pistol grip, a 1/2-inch chuck, and a 1/2-inch motor. It is available in 1/2, 3/4, and 1-inch sizes. It is available in 1/2, 3/4, and 1-inch sizes.

**No. 967
\$19.95**

**No. 968
\$19.95**

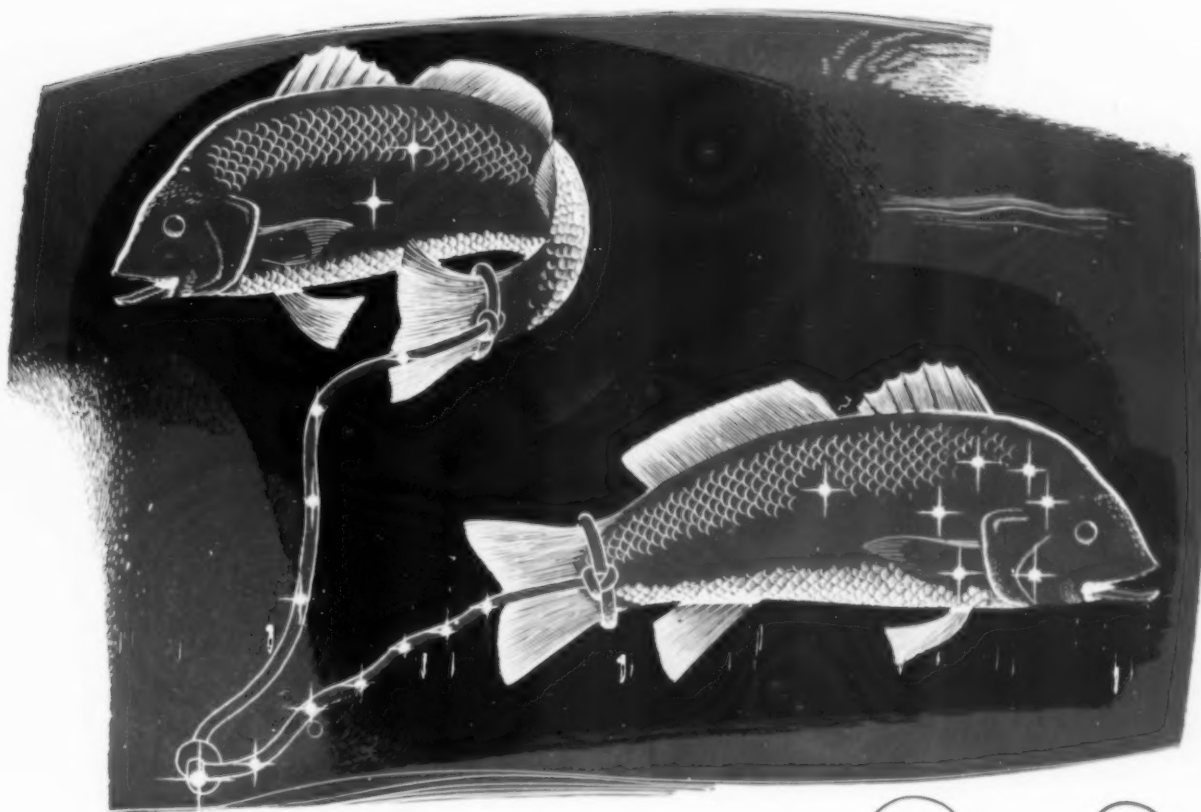
**No. 969
\$19.95**

Accessories and Supplies for Millers Falls No. 966 Sander-Polisher

These accessories and supplies are available for the most efficient and convenient sanding and polishing. They are available in 1/2, 3/4, and 1-inch sizes. They are available in 1/2, 3/4, and 1-inch sizes.

**No. 970
\$19.95**

**No. 971
\$19.95**



FEBRUARY—Sign of Pisces the Fishes

If your birthday is in February . . . your energy is great . . . you are restless . . . your mind likes new ideas . . . you will find that J&L Galvanized Ware pleases your sense of turnover and profit.

Every month is a **PROFIT-SIGN**
with J&L Galvanized Ware

Your Customers Know and Buy J&L Ware . . .

Galvanized ware moves better and profits are more satisfactory when you stock a line with an accepted name like J&L. People have confidence in the J&L reputation for quality and sturdy service. They buy it when they see it in your store.

J&L Ware is priced to cover the big volume market . . . and yield a healthy profit to the hardware dealer. Ask your Hardware Jobber for complete information. Call him today. If you need additional help or information write direct to J&L.

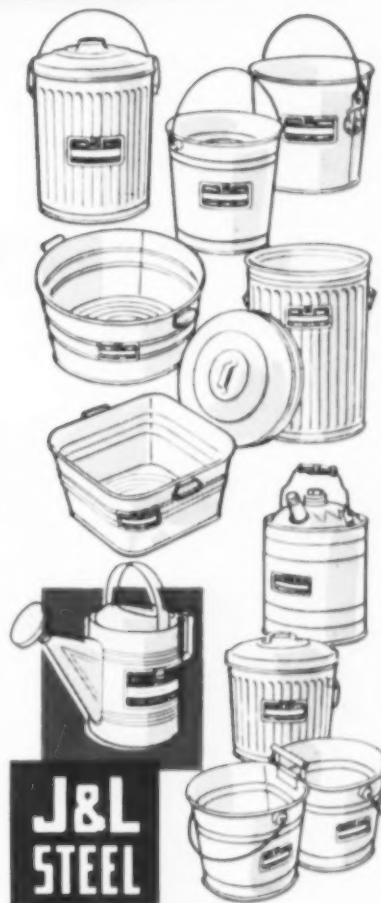
Order J&L's New Sprinkler—now!

Jones & Laughlin

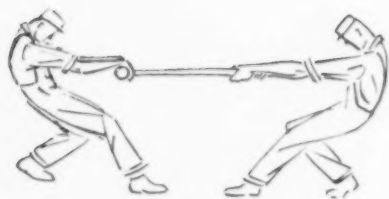
STEEL CORPORATION — Container Division

405 Lexington Avenue, New York 17, New York

Galvanized Ware Plants: Toledo, Ohio, and Atlanta, Georgia



**J&L
STEEL
WARE**



Only Warren Tools *have* Double Finished Handles

You can see the difference in the double finished Grade A Hickory handles in **Warren-Teed Tools**. Deep stain brings out the rugged, perfect grain — buff wax adds a smooth, clean "non-slip" surface. **Warren-Teed** handles are safe and handsome. They put added sell in one of America's finest lines of heavy hand tools.

Buy and display your **Warren-Teed Tools** in packages with handles inserted. They are easy to stock and inventory. Placed "out front" they'll boost sales by helping to sell themselves.

- 1 Grade A Hickory shaped into a perfect handle.
- 2 Add a smooth stain that penetrates and brings out the natural grain.
- 3 Buff wax gives a sales-appealing handle.



WARREN-TEED®
trade *Tools* mark

WARREN TOOL CORPORATION

Manufacturers of Warren-Teed and Devil railway track tools

General Offices . . . Warren, Ohio

Export Division . . . 30 Church St., New York 7, N. Y.

Get Set for Another **BIG *Coleman* SALES YEAR**



**Coleman
Floodlight Lanterns**



**Coleman
Folding Camp Stoves**



Coleman Folding Picnic

Table & Carrying Case

Breaking All Sales Records!

The Coleman "Outing Pal" line broke all previous sales records in 1953...hit a new all-time high in units sold and dollar volume.

1954 will be a still bigger sales year for these popular outdoor products...and for YOU, if you get set now!

Coleman dominates the entire market with its kind of outing products...outsells all other similar makes. You dominate your local market when you display and demonstrate them.

Get set now to *sell more in '54!* Order from your wholesaler your Coleman Camp Stoves with the improved copper-brazed fuel tank...Coleman Lanterns... and Coleman Picnic Table-Carrying Case NOW!

Nationally Advertised with the strongest campaign in Coleman history...in LIFE, POST, AMERICAN MAGAZINE and all leading outdoor magazines. Backed by the finest assortment of merchandising and retail sales helps ever provided our dealers.

FREE Book of Retail Sales Aids shows you how to cash in on Coleman National Advertising and the new store selling helps. Mail the coupon for your copy.

The Coleman Company, Inc.
Dept. 051-SH, Wichita 1, Kansas

Please send me free copy of the new Coleman Book of Sales Aids.

NAME _____

ADDRESS _____

CITY _____

STATE _____



ORDER FROM YOUR WHOLESALER



Hunting for EXTRA PROFIT?

Be sure it's a



DAZEY

Special Package Promotion...S-54.

(Limited: orders must be dated Jan. 14 to March 31 only)

12 PIECES AT YOUR REGULAR DISCOUNT



DAZEY No. 33 JUNIOR CAN OPENER... A streamlined top quality, popular priced can opener featuring the blade cutter and permanent type Alnico magnet lid lifter.

RETAIL PRICE \$2.49 RETAIL VALUE \$7.47



DAZEY No. 61HM CAN OPENER... Fine quality — Dazite finish with black handle. Features a strong, permanent type magnet to pick up and hold lid after it has been cut from can.

RETAIL PRICE \$3.49 RETAIL VALUE \$10.47



DAZEY DELUXE No. 80 SERIES CAN OPENER... Top Quality — attractive Dazite finish — Red Trim. Features the perfect patented angle-cutting wheel. Cuts out entire top of round, square or oval cans... smoothly "irons" down rim.

RETAIL PRICE \$3.79 RETAIL VALUE \$11.37



DAZEY No. 88 SERIES CAN OPENER (Dual Electronic Lid Lifter)... Features improved patented grease-sealed cutting wheel, has no gears to collect dirt, grime or grease and contaminate food. (Dazite finish)

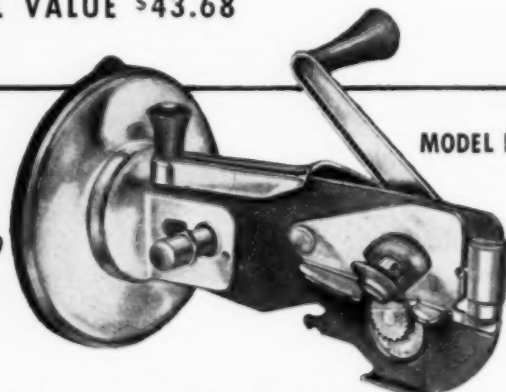
RETAIL PRICE \$4.79 RETAIL VALUE \$14.37

TOTAL RETAIL VALUE \$43.68

**1 PIECE
FREE**

EXTRA PROFIT of \$5.49

Mr. Dealer: You can sell this Model 90 Dazez Can Opener for a full profit of \$5.49. We suggest however, that you personally use this unit and become familiar with its quality, its portable use, and its many sales features. In doing this you will become enthusiastic with its sales potentials for use where permanent bracket cannot be installed as well as its many advantages for the sportsman and camper. This personal experience and enthusiasm for the Dazez Model 90 Portable Can Opener will create sales for you many times \$5.49. Order this No. S-54 SPECIAL ASSORTMENT from your regular distributor—TODAY!



MODEL No. 90

for sportsman...



for picnics...



for home use...



DAZEY CORPORATION • ST. LOUIS 7, MISSOURI



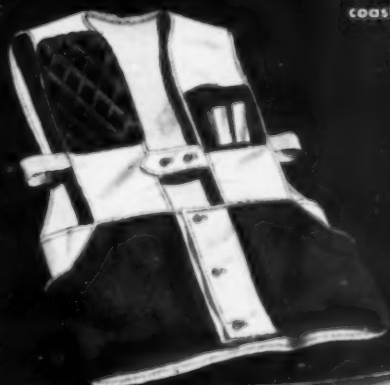
ONLY

RED HEAD

GIVES YOU YEAR-ROUND PROFIT-GROUPS

Now it's **SPRING**

Every season RED HEAD gives you a flush of brand-recognized profit-groups to attract store traffic. For quality, style, price, construction or comfort in the field, RED HEAD has topped them all, for over 90 years! Lucky "7" is more than a name for a fishing vest. It's a real leader to pull fishermen into your reach; priced to attract, constructed to bring them back! "BIG CHINOOK" is a creel that you can even sell the angler that has more than one creel and, it's priced to entice every rod-man from coast to coast. P-80 is a number that the trade is talking about...it's the "Frontiersman" plastic gun cover that sells like nothing ever before! SKEETRAP VEST looks, feels, and functions just like you would expect the best record holders to want and many will raise an eyebrow to think the cost is so reasonable.



NOW, RED HEAD MAKES *Congo* AMERICA'S SUNSHINE HEADWEAR

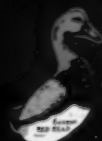
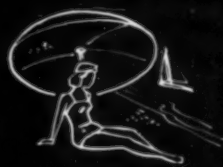
NO. 439 A cap with witty style, brilliant solar, and practical, the sort of headwear that sells itself! In red, blue or green multicolored plaids with mesh sides in contrasting white.

NO. 437 Strictly for service yet has a touch of style. Felt crown with green acetate visor with wire mesh covering. A quantity seller with the fishing crowd!



RED HEAD BRAND COMPANY

4300 Belmont Avenue, Chicago 41, Illinois



Here's the gun you've been asking for!



COLT

NEW! "TROOPER" MODEL **\$71.50**
Finest Colt quality — priced for volume sales!

Calibers: .38 col; .38 Special (mid-range, regular and high speed loads). .22 col; .22 Long Rifle (regular or high speed loads).
Length of Barrel: 4 inches. **Length Overall All:** 9 1/4 inches. **Weight:** .38 Special, 34 ozs.; .22 L.R., 37 ozs.
Sights: Accro rear sight, adjustable; front sight quick-draw ramp type, 1/8" wide. **Stocks:** checkered walnut, square butt. **Finish:** Dual-tone blue.

Here is a beauty designed to fulfill a demand for a heavy-duty, holster-type Colt revolver with *target-sight* accuracy.

The new Colt Trooper will sell "on sight" to hunters, campers and outdoorsmen who rely on a sidearm for protection — or enjoy one purely for sport. As soon as you grip this gun, you get

the unmistakable feel of reliability, balance and accuracy that has been a byword with Colt since the first revolver. Sight it and you're sold!

Display the new Colt Troopers prominently in your gun case, show them to prospects who take pride in fine guns, and you'll make sales.



ADJUSTABLE SIGHTS! (1/8" standard, 1/10" available) Designed to give you a far more accurate sighting plane. **Rear:** COLT ACCRO is inlet into the frame, won't get out of adjustment. Simple, positive windage and elevation adjustment, one minute clicks. **Front:** glare-proof, ramp type with holster-free blade.



FOR THE MASTER SHOOTER — (on special order) fast-cocking wide spur hammer (\$2.75 extra), and tournament type custom Walnut Stocks (\$5.50 extra). Sold as accessories: wide spur hammer \$6.50; custom stocks \$7.50.

















NATIONALLY ADVERTISED! Your customers will be reading about the new Colt Trooper and other Colt arms in American Rifleman, American Legion Magazine, and other magazines.



COLT'S MANUFACTURING COMPANY • Hartford 15, Connecticut

EASIER SELLING IN EVERY PRICE CLASS

...WITH Pflueger Reels

		MOST NOTABLE FEATURE	SPOOL CONTROL	DRAG FEATURES	ACCESSORIES		PRICE
SUPREME	FRESH WATER REELS	Aristocrat of all bait-casting reels	Anti-backlash	Cub handle furnished	Cork arbor, oil, grease, reel bag, wrench, back plate cushion, handle grips		\$35.00
SUMMIT		Superior quality at moderate price	Anti-backlash	Cub handle available	Reel bag, cork arbor, wrench		\$15.00 <small>(left hand) \$16.00</small>
SKILKAST		Easiest to use— no thumbing	Mechanical Thumber*		Cork arbor		\$12.25
NOBBY		Lightweight for precision casting	Anti-backlash	Cub handle available	Cork arbor, wrench		\$12.50
AKRON		Excellent quality —long a favorite	Anti-backlash	Cub handle available			\$11.25 <small>\$11.75</small>
TRUMP		Pflueger features at moderate cost	Anti-backlash				\$ 6.60
ROCKET	SALT WATER REELS	For either fresh or salt water	Anti-backlash	Star Drag or Leather thumb			\$15.00 <small>\$13.00</small>
SEA KING		New, wide spool— quick take-apart	Mechanical Thumber*	Star Drag free spool	Wrench, extra fiber washers*, extra spool available		\$16.85
OCEANIC		New, wide spool— lightweight	Mechanical Thumber*	Star Drag free spool	Wrench, extra fiber washers*		\$13.50
AKERITE		Surf, trolling reel —quick take-apart	Mechanical Thumber*	Star Drag free spool	2 wrenches, extra fiber washers*		\$19.95
SEA VUE		Surf, trolling reel lighter weight	Mechanical Thumber*	Star Drag free spool	2 wrenches, extra fiber washers*		\$15.95
CAPITOL		Deep sea reel— quick take-apart	Star Drag	Star Drag free spool	2 wrenches, extra fiber washers*		\$15.50 <small>(also \$17.75, \$18.95)</small>
OHIO	FLY REELS	Lighter weight deep sea reel	Star Drag	Star Drag free spool	2 wrenches, extra fibers washers		\$12.95
#1490 MEDALIST		New, heavy duty for salmon, etc.	Adjustable drag** and click		Extra spools available		\$15.50
#1492 to 1495 1/2 MEDALIST		Most notable single action reel	Adjustable drag** (except 1492) and click		Extra spools available		\$ 8.00 to \$11.25
GEM		Excellent quality at moderate price	Click				\$6.25 <small>\$7.50</small>

*Patented Pflueger feature—slows spool at end of a cast. Operates only when line going out. Completely adjustable.
**Operates only when line going out. *For Star Drag

ENTERPRISE MFG. COMPANY, AKRON 9, OHIO

New reel folders available. Ask your jobber, or write direct. Specify fresh or salt water.

Also baits, hooks, lines.

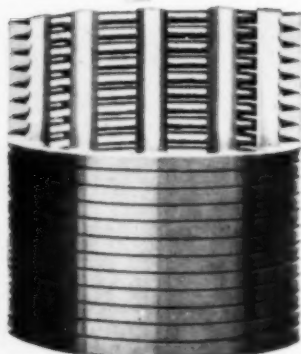
America's best fishermen have been saying "FLEW-GER" for 90 years.

PFLUEGER

(PRONOUNCED "FLEW-GER")

A GREAT NAME IN TACKLE

"You say there's
a well point with
**NO GAUZE
SCREEN ?**"



Cut-away section showing the heavy construction of the "RED HEAD" drive well point, the non-clogging, V-shaped continuous inlet slot, and the direct waterway without any pipe base.

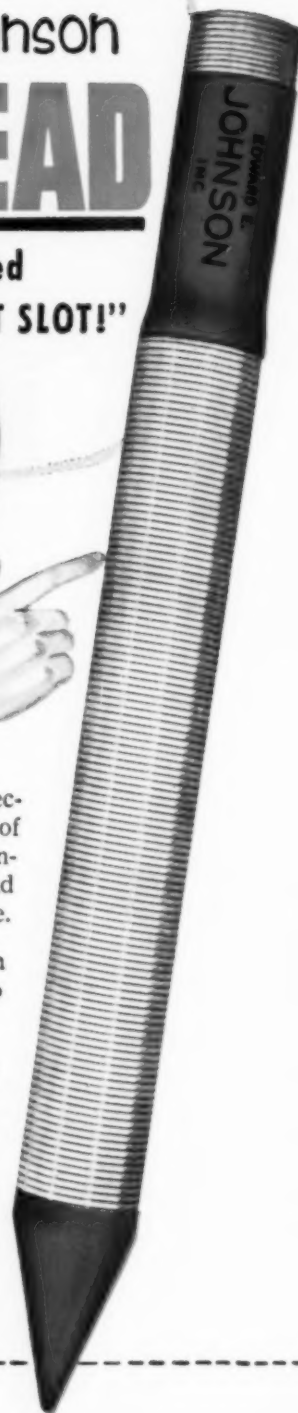
"Yes, the Johnson
RED HEAD
with patented
CONTINUOUS INLET SLOT!"



SHOW YOUR CUSTOMERS this cut-away section, illustrating the heavy construction of the Red Head well point . . . the only non-clogging, V-shaped continuous inlet slot . . . and the only direct waterway without a pipe base.

As they can see, there's a tremendous open area for water—and there's absolutely no gauze jacket to clog up or rip away!

There's no necessity of carrying duplicate stocks because the Red Head can be used as a flush point—or as a drive point, it can be driven as hard as necessary under normal conditions. Available in 1¼" and 2" sizes, it's made of low-carbon steel, double galvanized, and it's welded by a patented process from top to bottom into one solid unit.



Ask your jobber or write for bulletin . . .

EDWARD E. JOHNSON, Inc.

ST. PAUL 14, MINNESOTA

Well Screen Specialists Since 1904

HOUSEHOLD BRUSHES



59¢ Retail

RED BREAST WHISK BROOM

- HOME • OFFICE
- CAR • SHOP

America's fastest-selling, best-known whisk. Useful in so many ways that customers will buy several. Tough genuine palmetto fibres snap away dirt and dust quickly. Convenient hanging ring. 7½" overall.

SELF-SELLING DISPLAY: Metal rack, with 4 arms, displays one dozen Red Breasts. Colorful top sign. Sets up in seconds. Packed in box with dozen whisks.

SPECIAL: From February 1, 1954 through April 24, 1954, you get the metal display and whisks at the cost of the whisks alone!

HARDWARE WEEK Specials



\$3.49*

natl. advtd. retail

RANCH HOUSE Outdoor Broom

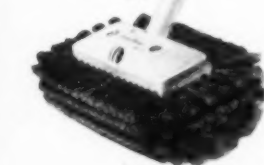
- PATIOS • TERRACES • WALKS
- GARAGES • BASEMENTS • COURTS

First and finest "made-for-the-home" outdoor broom. Helps you sell the huge, "new home" market. Stiff, tough fibres sweep away grass, dirt, litter or snow from outdoor surfaces. Push-broom style makes sweeping easy, non-tiring. 14" yellow lacquered block. 54" red handle, hanging ring.

SALES-MAKING BOX: Each brush-head packed in colorful box. One dozen brushes and one dozen handles in same shipping carton.

***SPECIAL:** From February 1, 1954 through April 24, 1954, you can buy this new, volume-building broom to retail at only \$2.59!

DAIRY BRUSHES



the new TANKER

- TANKS • VATS • DRUMS

Specially made for cleaning deep containers. Helps you sell the big, growing "milk holding tank" market. Handle angle gives full use of brush surface. Threaded connection keeps handle secure. Rounded brush surface cleans everywhere. 10½" dia. brush-head. 48" handle. Brush-head individually boxed.

SUPERIOR CONSTRUCTION—Two-piece water-resistant block; both pieces replaceable separately. Joined by rustless bolts and nuts, countersunk to prevent scratching. Your choice of 3 fillings—crimped black duPont nylon—stiff Ox palmetto—union fibre mixture.

MAINTENANCE BRUSHES

FLOOR SWEEP DISPLAY No. 1

- DISPLAYS • STOCKS
- SELLS

Selling money-making Oxco floor sweeps is easy with this attractive, compact display. Order 18 selected sweeps—four most popular styles, and get metal display at no extra cost. Sets up easily—displays 6 sweeps and 18 handles; stocks balance of sweeps in rear. Takes little floor space—only 24½" x 13½". Colorful metal sign suggests proper sweep for customer's floor surface...helps you sell.

PACKING: Display unit, 18 sweeps and handles in one shipping carton.



See Your Jobber

Follow This Leader to More Volume, Bigger Profits in the Ever-Growing Outdoor Grill Market



**EVERY FIREBOX
GUARANTEED 5 YRS.**

Everything from \$4.95 models to super-deluxe grills for the luxury trade—that sums up ROYAL CHEF'S complete new line! This leader in the portable grill field—America's fastest-growing outdoor hobby—now **KEEPS** that position, right out in front of the rest! Be sure you see the full line of the popular brazier-type grills—see economy models, too, that build directly

into sales of the higher-priced models—and see something for every taste and budget, in ROYAL CHEF'S great line! 12 models—count 'em, 12—are all ready to boost sales for YOU! Frankly, it's the *one* line you need to do a grand selling job in this glowing, growing market. Get YOUR share now with ROYAL CHEF!



DEALER HELPS THAT ARE HONEYS!

NEWSPAPERS—a hard-hitting ad series for papers throughout the country.

RADIO—a brisk sell-series with YOUR name as focus.

MAGAZINES—appealing ads in HOUSE BEAUTIFUL, HOUSE & GARDEN, and LIVING.

FOLDERS—a colorful folder for dealer distribution, presenting ROYAL CHEF'S great family of grills.

TV—a bright spot series ready for YOUR name on them.

GUARANTEE CARDS—a five-year guarantee with every firebox, for happy customers, more profits.

CHATTANOOGA ROYAL COMPANY division of **CHATTANOOGA IMPLEMENT & MANUFACTURING COMPANY**
Chattanooga, Tennessee Manufacturers of Royal Chef Grills and Royal Gas Heaters

Take It From Dealers Who Know...

PYREX[®] Hot-Spot

WARE

SELF-SERVICE SALESMAN

Will Automatically Boost Your Sales And Profits!



Why Users Like It

L. M. (Hdwe.)—50% increase first week.
"... improved my store, PYREX Ware display and sales. Can only say good things ..."

F. M. M. (Hdwe., Housewares)—Tripled sales. "... sure answer to small store's display problem."

D. W. (Hdwe.)—Tripled sales first week.
"... puts all ware right out in front of them ... easily attainable ..."

"Hot-Spot" Gives You

1. Traffic-stopping PYREX Ware identification.
2. Space-saving, attractive, full-line display.
3. Perfect fit on standard counters (20½" x 16¼").
4. Free, colorful price stickers.
5. Flexibility (for counter, floor or window).
6. Rugged wear (all-metal construction).

Put
"Hot-Spot"
To Work
For You!

FOR FULL DETAILS see your regular PYREX Ware distributor
—or write us—**TODAY!**

Corning Glass Works,
Department SH-24, Corning, N. Y.

Please send me, without obligation, full details of the new
PYREX Ware Hot-Spot Self-Service Salesman—how I can
get it, and what it can do to organize my PYREX Ware
department for bigger sales and profits!

NAME _____

COMPANY _____

STREET ADDRESS _____

CITY _____

ZONE _____

STATE _____

 **CORNING GLASS WORKS, Consumer Products Division, CORNING, NEW YORK**

FOR ALL TYPES OF SPRAYING
Insecticides • Fungicides • Weed Killers, etc.

INSECT-O-GUN

- 3 GALLON CAPACITY with pint mason jar furnished
- 6 GALLON CAPACITY when customer replaces with quart mason jar
- Exclusive Bradson water control valve, held on or off both hydraulically and mechanically
- Metal head coated green, individually display boxed
- Deluxe pistol grip model, packed 3 per dealer case

Retail \$5.95

GARD-N-GUN

- 1 1/2 GALLON CAPACITY
- Half-pint jar furnished is home replaceable
- Has exclusive Bradson water control valve which need not be held on or off by person spraying
- Metal head coated blue, packed 6 per dealer case in display boxes of 3 sprayers each.

Retail \$2.95

BUG-GUN

- 1 1/2 GALLON CAPACITY
- No moving parts, one-finger control
- Gaskets are standard hose washers
- Enables you to offer a hose-end sprayer at a price competitive with one or two quart hand-pump sprayers
- Packed 12 per dealer case

Retail \$1.95

FOR VOLUME APPLICATION
Fertilizers • Lawn Treatments, etc.

GRO-GUN

- 20 GALLON CAPACITY with quart mason jar furnished
- 40 GALLON CAPACITY when customer replaces with 1/2-gallon mason jar
- Sprays any plant food, lawn treatment, insecticide, etc., that you mix with water to apply... without clogging
- No moving parts, sprays plain water except when tiny control hole is covered with finger
- Spray materials won't corrode it
- Many uses, free spraying, even car washing
- Metal head coated bright red. 6 per dealer case

Retail \$2.95

WOW



Go on the
MORE-Path!

feature

BRADSON Garden Sprayers

MORE Saleable Features • MORE Advertising
MORE Sales Helps

Spray the easy way... go on garden hose...
water pressure does the work!

More Ads... More Space... More Often

More Help For You: Ads in Flower Grower • Times Home Magazine • Sunset • House Beautiful Practical Gardener • Living For Young Homemakers • Redbook • Canadian Homes and Gardens • Pacific Gardens and Homes • Popular Gardening... plus Newspaper, Television and other advertising. Ask your jobber, or write for more details.

Order from your jobber, and feature this advertised line!

THE BRADSON COMPANY, INC.

10903 Chandler Blvd.
North Hollywood, Calif.

Parker *Line*

HARDWARE WEEK SPECIAL
COPING SAW FRAME
with one extra blade free



"Klik Klik"
Patented
Ends Lock
Blade in
Any Position.

Heavy Duty. Master Quality. Bright Nickel Finish. Fully Adjustable, with Parker "Klik-Klik" feature. Hardwood mahogany finish handle. Blade capacity 6 1/2" pin end blade.

List	.69	ea.
Dealer's Cost	.46 1/2	ea.
Dealer's Profit	.22 1/2	ea.

PARKER MANUFACTURING COMPANY
WORCESTER 1, MASSACHUSETTS

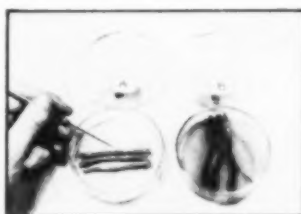
NOW... EFFECTIVE PROTECTION against Mildew, Mold and Decay Organisms on ALL COLUMBIAN MANILA ROPE



LABORATORY TESTS PROVE POWER OF SPECIAL COLUMBIAN TREATMENT



Treated fibres from mill-run sample in dish "A" are sprayed with especially active spores of "green mold." Untreated fibres in control dish "B" are also sprayed.



Two weeks later, treated fibres in dish "A" are still clean. Mold spreads rapidly over untreated fibres in dish "B," already making rope practically useless.

In this incubator at Columbian laboratories, mill-run samples of treated Columbian Manila Rope fibres are subjected to attack by "green mold" to give accurate check on each production lot.

Since November, 1943, Columbian laboratory and production specialists have conducted intensive research and application studies on one of the most significant advances in rope-making history.

Special lubricants had long been added to Columbian Manila Rope to reduce the friction of various types of tension.

To these lubricants they now added a powerful new substance—one of several fungi-static materials evaluated in Columbian laboratories for arresting the growth of cellulose-digesting fungi, mold, mildew, and bacteria.

The new fungi-statics had proved effective in thousands of laboratory experiments. They had been tested for all types of cellulose-attacking organisms found in soil, air, fresh and salt water.

There now remained a final exhaustive series of tests—the analysis of used-rope samples and performance reports sent in by Columbian experts in all parts of the world.

On the results of these analyses were based the many formulas to be used in the production of rope for use in various climates, trades, and conditions of handling.

Ten years of reports have resulted in reliable standards of fungi-static protection.

Now we can say with full assurance:

Every foot of Columbian Manila Rope is adequately protected against decay for YOUR climate, YOUR uses, YOUR methods of handling!



COLUMBIAN ROPE COMPANY

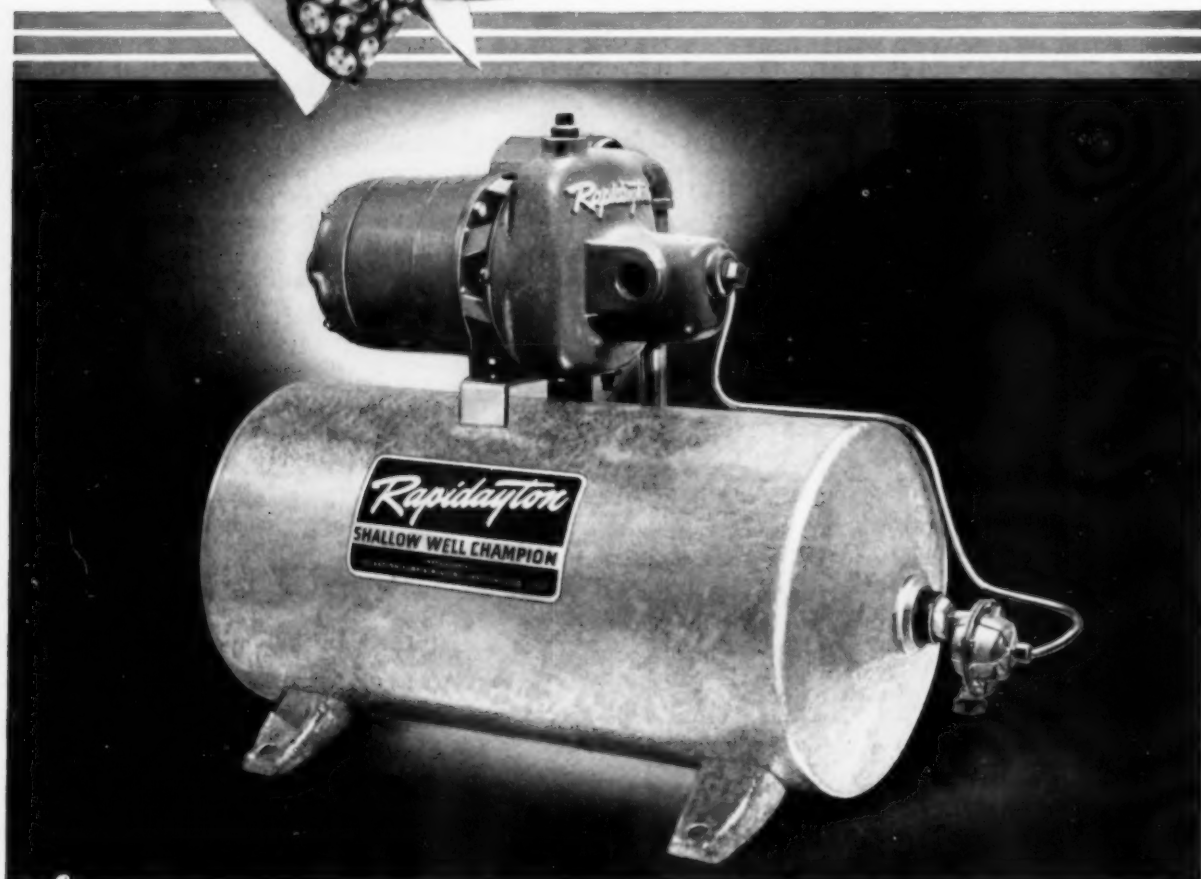
Auburn "The Cordage City", N. Y.

THE ROPE WITH THE RED, WHITE AND BLUE MARKERS



\$98⁷⁵

**NOW!
NEW**



Rapidayton...THE ONLY COMPLETE LINE IN THE INDUSTRY

Retail!

ANOTHER *Rapidayton* FIRST! SHALLOW WELL CHAMPIONS

Now—a complete $\frac{1}{2}$ horsepower “package” jet water system with 13-gallon galvanized tank at \$98.75 retail*. That’s the *lowest nationally-advertised price with full trade discounts*—and it spearheads something NEW in the fast-selling Champion group... a full line of SHALLOW WELL CHAMPIONS:

- ★ 3 Sizes! $\frac{1}{8}$, $\frac{1}{2}$ and $\frac{3}{4}$ Horsepower
- ★ 5 “Package” Systems with 13 and 30-gallon tanks
- ★ 10 Vertical Tank Systems
- ★ 3 “Pump Only” Models

Compare them *all* with anything in the shallow well field today. Your wholesaler can show you feature and price comparison charts with full information. And he can do the same for the famous Champion Convertible group, too. Write for his name and address.

* (Based on f.o.b. factory price)

“Quad-Volute” design (4 volutes, not 1) to make pump lighter yet more efficient. Capacities up to 1730 gallons per hour. Pressures up to 80 lbs.

Crane rotary seals, clearance rings, all castings and gaskets—completely interchangeable throughout the line. You stock fewer parts!



“Efficiency Tested,” nationally-known motor, cast bronze impeller, brass venturi and nozzle, pressure switch, air charger—all included with systems.

Heavy-duty tanks—all sizes—galvanized inside and out for longer life. Made by Rapidayton.

Rapidayton

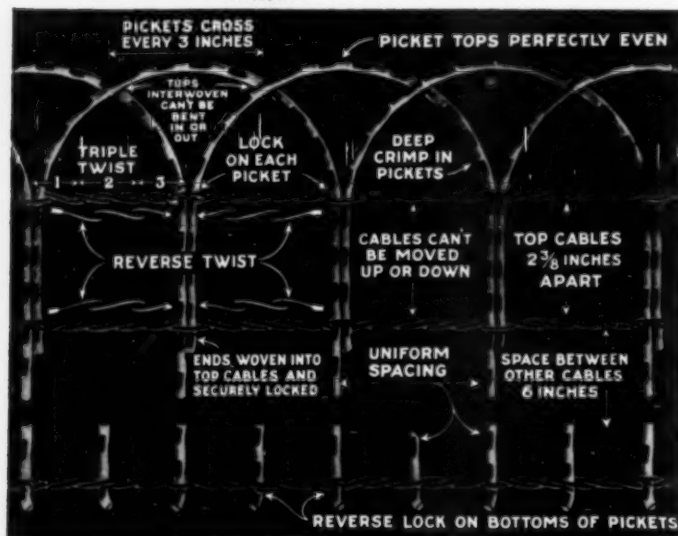
THE DAYTON PUMP & MANUFACTURING COMPANY
Dayton 1, Ohio

THAT'S [†]TUNED TO TODAY[†]

Red Tag's
Merchandising
Tips:

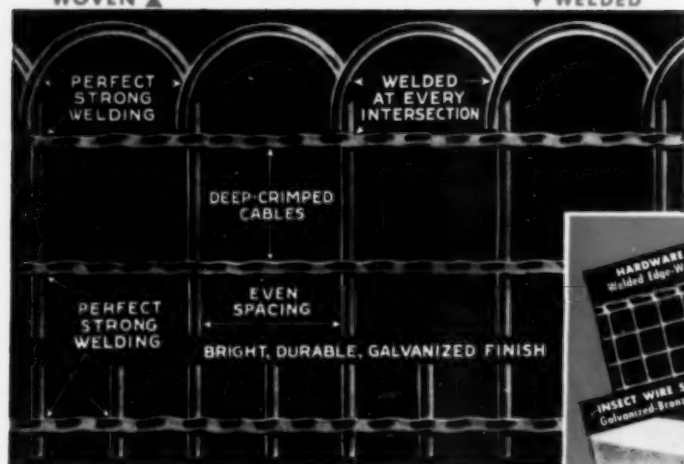


"Talk about these features
when you talk about
Cyclone Lawn Fence"



WOVEN ▲

▼ WELDED



CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION
UNITED STATES STEEL CORPORATION
WAUKEGAN, ILLINOIS • SALES OFFICES COAST TO COAST
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

When you're showing a customer Cyclone Lawn Fence, take a few minutes to point out to him the features that put Cyclone in a class by itself. It's the quickest way there is to ring up a sale.

If you're talking about Cyclone Woven Lawn Fence, point to its firm, uniform weave. Picket wires have a deep crimp that locks the cables securely in place. And horizontal cable wires have a triple twist between pickets with this twist reversed on every picket. It's a strong, durable fence that keeps its good looks.

And if it's Cyclone Welded Lawn Fence the customer is interested in, show him how a strong weld at every joint holds every wire in place. Wires are straight with spacing that is absolutely uniform. A deep crimp in the horizontal cable wires gives extra stability to the fence.

Every fence sale should bring an order for one or more Cyclone Gates. And don't forget to mention Cyclone Trellis and Flower Bed Border, too.

Customers appreciate quality and they recognize the Cyclone "Red Tag" label as an assurance that they are buying the best. Keep full stocks of Cyclone Hardware Products on hand, and call your jobber today to fill any gaps in the line.



U·S·S CYCLONE "Red Tag" HARDWARE PRODUCTS

UNITED STATES STEEL

Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 123

February, 1954

No. 2

T. W. McALLISTER, *Managing Director*

RALPH E. KIRBY, *Editor*

FRANCES A. KELLY, *Assistant Editor*

BARON CREAGER, *Southwestern Editor*
(1905 National City Bldg., Dallas, Texas)

O. A. SHARPLESS
Business Manager

C. E. SMITH
Asst. Bus. Manager

J. A. MOODY
Production Manager

CONTENTS

Business Trends	34
Hardware Industry News	36
Sell 'Em Results	61
Trade Survey—How They Advertise	63
Home Decoration Center	64
Goldmine in Housewares	66
Top Level Tackle Sales	67
They SELL Fencing	68
Rural Appliance Promotion	70
Profits from Vacuum Cleaners	72
New Products and Sales Promotion Material.....	106

FARM EQUIPMENT SECTION

Computing a Flat Rate Schedule.....	121
Planned for Efficient Service.....	122
Better Parts Control.....	124
"If You Want to Sell Us . . ."	126
Mississippi Valley Meeting	144

ANNUAL SUBSCRIPTION—\$1.00

Business Representatives

E. L. ROGERS, 200 Madison Ave., New York, N. Y., Phone: Murray Hill 3-4959; J. T. ANDREWS, 333 N. Michigan Blvd., Chicago, Ill., Phone: CE 6-4131; A. E. C. SMITH, P. O. Box 3054, Cleveland 17, Ohio, Phone: Cherry 1-7852; J. D. PARSONS, 89 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712; W. C. RUTLAND, P. O. Box 102, Gastonia, N. C., Phone: 7995; L. E. CHAFFELL, 6399 Wilshire Blvd., Los Angeles 48, Calif., Phone: Webster 3-9241; GEORGE ISHERWOOD, 413 Alexander Ave., Drexel Hill, Pa., Phone: Clearbrook 94536.

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY
Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices

806 Peachtree Street, N.E., Atlanta 5, Ga.

Publishers Also of

ELECTRICAL SOUTH TEXTILE INDUSTRIES SOUTHERN HARDWARE
SOUTHERN BUILDING SUPPLIES SOUTHERN APPLIANCES
SOUTHERN POWER & INDUSTRY

W. J. ROGEE, *Chairman of the Board*; RICHARD P. SMITH, *President*;
T. W. McALLISTER, *First Vice-Pres.*; E. W. O'BRIEN, *Vice-Pres.*;
A. E. C. SMITH, *Vice-Pres.*; O. A. SHARPLESS, *Treasurer*;
A. F. ROBERTS, *Secretary*; SARA J. JONES, *Assistant Secretary and Treasurer*

Copyright 1954, W. R. C. Smith Publishing Co., Atlanta, Ga.

WHAT'S BOOSTING BOKER TREE BRAND?

1. DEPENDABLE QUALITY
2. GENEROUS MARKUPS
3. REASONABLE RETAIL PRICES
4. STRONG NATIONAL ADVERTISING

Four profit-packed reasons why you should stock up on BOKER Tree Brand Cutlery immediately: Quality, markup, and retail pricing that work to your advantage PLUS National Advertising in the Saturday Evening Post, that brings them in asking for BOKER Tree Brand.

WHAT A COMBINATION FOR PROFITS!



POULTRY SHEARS

Full mirror polished stainless steel; no-slip knurled handles. Cuts bones and meat with equal ease. Fast-moving gift item.



EASY
PINKING SHEARS

Removable hollow-ground precision steel blades, Duraluminum handles. Lightweight, comfort designed; sell the moment customers pick them up.



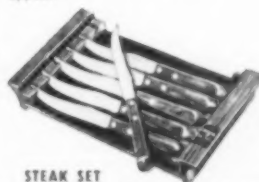
3-PIECE
SCISSOR SET

7" light trimmers, 5" sewing scissors, 3½" embroidery scissors, all three pieces nickelplated. Handsome genuine leather case. Great "woman appeal."



POCKET KNIVES

Sell them once and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.



STEAK SET

Hollow-ground blades of stainless steel. Pakkawood handles; serrated cutting edge. Women buy them on sight.

A
The Saturday Evening
POST
Recognized
Value



Ask your jobber to show you the
BOKER TREE BRAND LINE
Catalogs Available on Request

H. BOKER & CO., INC.

ESTABLISHED 1837

101 Duane Street

New York 7, N. Y.

Latone

new and wonderful, the latest in latex rubber base interior paint!



**HERE ARE STRAIGHT ANSWERS
WHY LATONE IS DIFFERENT...
BETTER BECAUSE OF MORE
THOROUGH TEST FORMULATION**

WHAT IS LATONE?

One of today's finest latex interior paints. We have taken full advantage of early test formulations and trial and error methods.

WHAT IS THE DIFFERENCE?

Latone contains no oil or other solvents; is made by pigmenting an emulsion of synthetic rubber resins.

It has higher resistance to staining.

HOW MANY COATS?

One coat is often sufficient since Latone acts as its own primer. However, for a fuller appearance and longer service, two coats are recommended. Generally one coat will be entirely sufficient if Latone is applied with a roller.

APPLY OVER WALLPAPER?

Latone may be applied over wallpaper, but we recommend caution because there are so many "ifs" involved. The paper must be tightly adhered to the wall. Any loose pieces would have to be repasted. There may be a possibility of some silver or gold metallic ink bleeding through the coating. While many manufacturers recommend application to wallpaper, for this purpose, we urge you to use our Prim One Coat Self Sealing Flat.

WHAT KIND OF THINNER REQUIRED?

Usually no thinner, because Latone comes ready to use. If, during the course of usage, the paint thickens slightly, a few drops of water is all that would be required.

WHAT ABOUT CLEANING BRUSHES?

Brush, roller or spray gun may be cleaned with ordinary soap and water! But should be cleaned immediately after using.

DOES LATONE HAVE AN ODOR?

It does not smell like paint. It has a mild, slightly sweet odor which disappears very soon after the paint is applied. It's perfect for plants, hospitals, restaurants, etc.

USE IT ON WOOD AND METAL?

Yes, with proper priming. On new unpainted wood use a first coat of Davis Enamel Undercoat. Metal should be primed with Davis Zinc Chromate Primer. A well prepared and primed surface will improve the service and appearance of any paint job.

ON DRY WALL CONSTRUCTION?

It's especially good on dry walls. The water used in the emulsion makes the nap of the paper lie down flat. Because of its great sealing power, uniform jobs are much easier to attain with Latone. Generally two coats are required for this type of work.

FOR BATHROOMS AND KITCHENS?

We do not recommend Latone for bathrooms and kitchens because it cannot be easily protected from steam and grease during its "curing" period. Prim Gloss and Semi-Gloss are the ideal kitchen and bath finishes.

HOW ABOUT TINTING AND INTERMIXING?

Only water colors, or water soluble colors should be used for tinting.

IS LATONE QUICK DRYING?

Dries in about thirty minutes, yet it has sufficient wet edge to allow you to do a beautiful job without showing lap marks. A second coat may be applied on the same day.

FLAT, GLOSS OR SEMI-GLOSS?

None. It is slightly below a semi-gloss, having almost a velvety sheen.

WHAT ABOUT COLORS?

Latone color card shows a popular decorator selection. The majority of these are pastels, with a few deeper tones among them. Intermixes are shown in combination to give an idea of how beautifully these colors go together.

IS LATONE WASHABLE?

Easy washability is one of its outstanding features. Gentle cleaning may be done after only four or five days. After ten days it can be washed with mild soap and after the film ages about a month, it may be scrubbed if necessary.

CAN LATONE BE TOUCHED UP?

It can after it has dried hard.

WILL LATONE FREEZE?

Anything containing water will freeze, but in testing Latone in our Laboratory, we have frozen it ten times, then thawed it out, and no breaking of the emulsion was evident.

Tell me more about Latone and "doing it with Davis" for profits through progress...

Company Name _____

Address _____

Signature _____

for profits through progress

DO IT WITH

DAVIS

OF BALTIMORE

The H. B. Davis Co., Baltimore 30, Md. and Savannah, Ga.

SOUTHERN HARDWARE for FEBRUARY, 1954

Send today for your free copy of this new 24-page Pittsburgh Fence catalog

It's packed full of interesting, useful information about the various kinds of high-quality, attractive, easy-to-sell fences made by Pittsburgh Steel.

There's the exclusive ornamental double scroll lawn fence; the ornamental single scroll; attractive gates for walks and drive-ways; plain top lawn fence; hinged-joint farm and poultry fence and gates; barbed wire; welded steel fabrics for making every-



Pittsburgh Fence

•LAWN FENCE •FARM AND POULTRY FENCE •WELDED STEEL FABRICS



Pittsburgh Steel Company
Pittsburgh 30, Pa.

thing from animal pens, trash burners, corn cribs, vegetable bins to play pens and cooking grilles. There are seven full pages devoted to "How to Erect Fence" completely illustrated with easy-to-follow line drawings.

Remember, Pittsburgh Fences cost no more than standard make fences. Get the complete story on Pittsburgh Fences now! Fill out and mail the coupon today!

Pittsburgh Fence

a product of

Pittsburgh Steel Company

Grant Building
Pittsburgh 30, Pa.

PITTSBURGH STEEL COMPANY
Dept. SM, Grant Building
Pittsburgh 30, Pa.

Gentlemen:

Send a copy of your free catalog "Pittsburgh Fence" to:

Firm Name _____

Your Name _____

Address _____

HARDWARE

BUSINESS TRENDS

AND PRICE CHANGES

Predict 1954 to Be Second Best Year

DESPITE SOME gloomy predictions of what business may be like in the months ahead, the consensus of opinion is that 1954 will be at least the second best year in the nation's history, exceeded only by the record 1953.

Some downward readjustment is expected, and this situation is showing up currently. Though factory production has been slipping for the past four months, factory inventories have declined but slightly. Retailers, in placing orders cautiously, are guarding against any buildup in their inventories. As a result, manufacturers have fewer orders on their books than at any time in the past several months.

Retail Sales Strong

Still, retail sales are going strong. In November and December, department store sales were about at 1952 levels, and for the year were two to three percent above the previous year. Independent retailers may have done even better.

Cuts in production have been most sharp in the "big-ticket" durables such as appliances and automobiles. Sales in these categories have not held up. Meanwhile, though there was a slight drop in employment as the result of decreased production in some industries, civilian employment in December was about 60.8 million. And though there was a slight drop in personal incomes in the third quarter of 1953, payments still are running at an annual rate of between 285 and 286 billion dollars.

Generally, the feeling is that with sales up, with factory orders and retail inventories down, and with employment and incomes continuing at near record levels, any slide in business will be short-lived.

Meanwhile, it appears that the farmer may have been through the worst of his slump. For the first 11 months of 1953, farm income was down but 4 percent. While net

Georgia Enacts New Fair Trade Law

Fair trade has been restored in Georgia with the signing of a new fair trade bill on January 6 by Governor Herman Talmadge. The action restores the number of fair trade states to 45. New legislation in Georgia became necessary after that state's Supreme Court ruled that the Georgia Fair Trade Act conflicted with Federal statutes at the time of its enactment and of-

fended the due-process clause of the Georgia Constitution.

The new law emphasizes that "the public interest and general well being of the State of Georgia will best be served by the maintenance of minimum resale prices of trade-marked, branded or named commodities of the same general class. . . ." Retailers generally applauded the new law.

farm income has been cut substantially it is likely that the trend has leveled out.

Personal Incomes Continue High

THOUGH PERSONAL incomes declined a bit in the tail-end of 1953, the annual rate is still at record levels. In November, personal incomes were at an annual rate of 285.4 billion dollars, down 1.8 billion from the October rate, but still 8.2 billion above November 1952.

For the first 10 months of 1953 personal incomes averaged about six percent above the 1952 period. At year end factory payrolls were down about three billions reflecting both layoffs and less overtime. In fact, there has been a gradual tapering off in the length of the average work week since December 1952.

Sales of Durables off; Consumer Credit Drops

THE GROWTH in consumer credit since last summer has not contributed greatly to the expansion of consumer spending. Consumer credit outstanding totaled 28.2 billion dollars at the end of October, 187 million more than a month earlier. At the end of November this had increased by no

more than 100 million. In 1952 the November rise amounted to 350 million.

Installment credit figures indicate the slackening in sales of "big-ticket" durables. As sales of automobiles and other consumer durables eased off, the rise in consumer credit also was restricted.

Construction Activity Holds to High Level

EXPENDITURES for new construction in October and November declined less than usual as weather remained good for construction activity. Most major types of construction continued in volume. Commercial building, reversing the usual trend, rose in both October and November and is likely to continue strong for the next several months.

Total construction outlays for the first 11 months of 1953 were about 7 percent higher than in the same period of last year. Residential building also was up about 7 percent from the first 11 months of 1952.

Consumer Spending Shows Slight Gain

ALTHOUGH PERSONAL income in the third quarter of 1953 was 2.4 billion dollars higher than in the second, personal consumption ex-

(Continued on page 96)

Sealand FIRST FAMILY OF SPORTS

A NEW Sensational LINE!

RAIN-BEAU

DACRON*

SQUIDDING AND TROLLING LINE

A SALES STIMULATOR!
A MONEY-MAKER!

Rain-Beau

DACRON SQUIDDING AND TROLLING LINE

A real treasure in a treasure chest . . . designed to provide the maximum line strength safely within the lb-test limits for the six different IGFA Record Classes. Put Up: 12-20-30-50 lb. class in 6-50 yd. spools connected; 3 spools in a chest and 2 chests connected. 12 to 50 lbs. class inclusive in 1M yd. spools; 80 and 130 lbs. class in 500 and 1M yd. spools . . . in green or linen color.



Rain-Beau

SURFBRAID . . .

Braided Nylon

Salt or Fresh

Water Casting Line

A great companion line for Rain-Beau Dacron Squidding and Trolling line. Surfbraid, a world-wide favorite with anglers, is another great Rain-Beau salt water casting line.

• DU PONT'S TRADEMARK FOR ITS POLYESTER FIBER.

Now, you can offer your customers Rain-Beau's new, high-tenacity salt water squidding and trolling line made of Dacron, the world's most amazing fiber.

Rain-Beau lines of Dacron incorporate miraculous qualities giving anglers "tomorrow's lines today." For example:

- over 20% heavier
- small diameters
- low water absorbence
- stronger wet than dry
- high knot strength
- less stretch

These truly wonderful features make it easier for anglers to cast farther; work bait more efficiently on long, deep casts; thrill to quicker strikes; enjoy certain hooking.

Also, there are additional Rain-Beau lines, made of Dacron, created particularly for bait casting, spinning and wet fly casting. So get in touch with your Sealand representative today and learn how Rain-Beau's amazing lines made of Dacron can produce astonishing increases in your sales and profits.

Buy
THE SPORTS BRAND
MILLIONS DEMAND!

UNION HARDWARE CO. BRISTOL HORTON, INC. RAIN-BEAU PRODUCTS CO.
THE SPRINGFIELD CO. JOSEPH T. WOOD CO. THE T. H. WOOD CO.

Sealand ^{INC}
Torrington, Connecticut
Since 1826
NEW YORK • CHICAGO • ATLANTA • LOS ANGELES

HARDWARE

INDUSTRY NEWS

MANUFACTURERS - WHOLESALERS

J. Herman Hitt Retires as Stratton-Baldwin Co. Head

J. HERMAN HITT, of New Orleans, after more than a half-century in the wholesale hardware business in the South, announced his retirement recently.

Mr. Hitt started his hardware career 53 years ago with the Gray & Dudley Co., of Nashville, Tenn., who for many years operated a large wholesale hardware business in addition to their manufacturing activities. After some 25 years with



J. Herman Hitt

Gray & Dudley, he moved to New Orleans in 1927 to take over the position of vice-president and director of A. Baldwin & Co. (predecessor of Stratton-Baldwin). Since 1931 he has served as president of Stratton-Baldwin Co., the position from which he has now retired.

Supplementing his notable business activities, Mr. Hitt has been prominently identified with civic affairs in New Orleans. For the past 12 years he has been a director of the Southern Baptist Hospital, having served several terms as chairman of the board and presently as chairman of its operating committee. A long-time active member of the First Baptist Church in New Orleans, he is now a member of the building committee and a life deacon.

Mr. Hitt expects, after a few months, to make his home in Aus-

tin, Texas, to be near his only child and family, Dr. and Mrs. F. L. Holland and their two children. Meantime, his home address in New Orleans is 2600 Jefferson Avenue.

Stratton Named President of Stratton-Baldwin

P. W. STRATTON has been elected president of Stratton-Baldwin, Inc., New Orleans, La., succeeding J. Herman Hitt, who retired as of the first of the year after more than a half-century of active hardware experience.

Mr. Stratton has been executive vice-president of the company for a number of years. He is a son of the late Leslie M. Stratton, Sr., founder of the Stratton-Warren Hardware Co., Memphis, who acquired control of the New Orleans company some 20 years ago. Stratton-Baldwin is successor to A. Baldwin & Co., one of the nation's pioneer wholesale hardware



P. W. Stratton

houses, which business was started in 1822.

Other officers of Stratton-Baldwin, in addition to P. W. Stratton, president, are: L. M. Stratton, Jr., chairman of the board; R. J. Treadaway, vice-president; J. M. Webb, vice-president, and H. J. Neelis, secretary-treasurer.

(Continued on page 42)



E. L. Brintley (center), manager of Jones & Laughlin Steel Corp.'s new container division plant in Atlanta, Ga. inspects water pail, as Joseph C. Layton, (right), welds "ears" to 10-quart water pail on automatic welding machine. Ears are used to fasten the handles to the pails. This is the last step before hot dip galvanizing

REVOLUTIONARY **NEW**

REVERE WARE

14-CUP COFFEE MAKER AND SERVER

NEW!—In design with exclusive features.
REVOLUTIONARY!—In method of coffee making.
IDEAL!—For every occasion—large or small.

This is the coffee maker and server your customers have been wanting—for large parties, barbecues, outdoor cooking and club meetings. Several unique new features—exclusive with Revere, make it possible to brew 14 cups of coffee as quickly as 8 cups in the standard 8 cup percolator. All this—plus non drip spout—"Swing and lock" handle plus hand grip for easy pouring and carrying, make this New Revere Ware Coffee Maker and Server another "World's Finest."

NEW AND EXCLUSIVE FEATURES

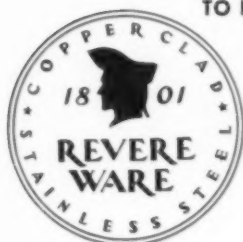


- 1 WATER DIFFUSER** rides on top of coffee bed inside
- 2 COFFEE BASKET** spreading water evenly over the entire surface of the coffee. With this unique feature every bit of good coffee flavor is extracted
- 3 QUICK HEAT CONTROL** and tube prevent water from reaching too high a flavor destroying temperature, while the
- 4 WATER PUMP** concentrates water under tube for fast perking.



ANOTHER *"World's Finest"*

TO RETAIL AT **\$25⁰⁰**



STOCK, SELL AND GIVE SPECIAL DISPLAY TO THE COMPLETE LINE OF REVERE WARE COFFEE MAKERS... DRIP COFFEE MAKERS, PERCOLATORS, AND "INSTANT-HEATING" KETTLES FOR INSTANT COFFEE!

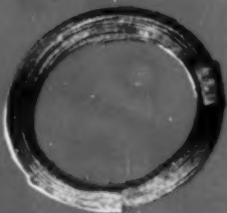
REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division, Rome, New York
 Rome, New York • Clinton, Illinois • Riverside, California

SEE "MEET THE PRESS" ON NBC TELEVISION, SUNDAYS

stir up sales

with



American Gold Strand Insect Screening

Available in Galvanoid, Bronze or Aluminum—screening that meets every customer requirement.

Clinton Standard Hardware Cloth

In all standard widths and meshes; unrolls flat for easy handling. Supplied in steel-banded rolls of 100 feet.

Clinton Hex Mesh Netting

Has a wide range of usefulness for poultry and fur farm enclosures, crab traps, stucco reinforcement, baseball and tennis court enclosures.

Perfection Door Springs

Made of selected wire, available in black japanned and galvanized finishes.

Quick Hitch Gate Springs

A rugged spring for heavy doors and gates. Made of oil-tempered wire.

Wissco Flexible Wire Clothes Line

Long-wearing, strong, flexible, rust-resistant. Smooth, lustrous surface. Coils of 50', 100' or connected lengths.

Wissco TV Guy Wire

Makes a permanently taut guy wire for TV antennas; lends itself to quick and convenient installation.

THE COLORADO FUEL AND IRON CORPORATION—Denver, Colorado
PACIFIC COAST DIVISION—Oakland, California
WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo
Chicago • Detroit • New Orleans • New York • Philadelphia

WICKWIRE

HARDWARE PRODUCTS



PRODUCT OF WICKWIRE SPENCER STEEL DIVISION
THE COLORADO FUEL AND IRON CORPORATION

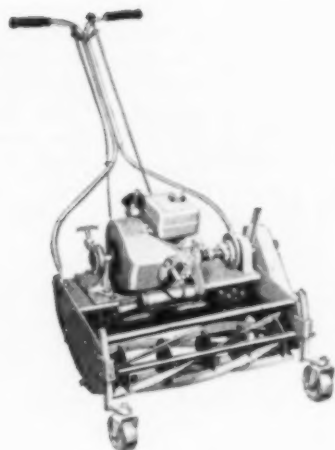
LOOK BEYOND THE PRICE TAG

When You Sell Power Mowers



There's more to selling power mowers than the price tag . . . and a look at the Jacobsen franchise proves it. Here is a line that increases your profits and your customer goodwill at the same time. It's the only line that offers you a complete range of models plus the advantages of franchised retail distribution.

It is time to assure yourself of a *secure* and *profitable* future in the growing power mower business. There's no better way to begin than to weigh these advantages of a Jacobsen franchise.



21-INCH MANOR

Aristocrat of moderately priced mowers. Powered by Jacobsen $1\frac{1}{2}$ hp. engine. Rear-wheel drive behind reel permits cutting close to flower beds, shrubbery — eliminates tedious hand trimming. Separate reel clutch allows travel with reel off, or permits reel to turn with wheels disengaged.

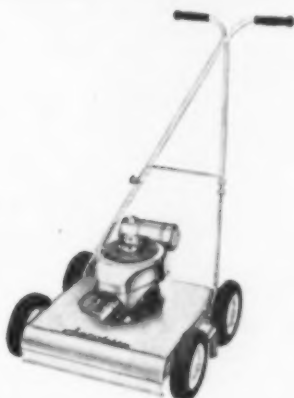
* Jacobsen offers you a complete line of reel and rotary-type mowers under a single brand name.

* The Jacobsen line is backed by over 30 years' experience as a recognized leader in power mowers . . . and it enjoys wide consumer acceptance everywhere.

* You get "plus business" because Jacobsen offers a complete line of power mowers for big-area mowing — large estates, schools, parks and cemeteries.

* Jacobsen mowers are backed by national advertising in consumer and professional fields.

* There's complete support at point-of-sale, factory sales and service schools, and personal sales demonstrations by factory personnel.



18M ROTARY

This 18-inch rotary mower is powered with $1\frac{1}{2}$ hp. Jacobsen engine. Has exclusive Jacobsen suction lift rotor with four blades that doubles cutting frequency, delivers a cut smoother than ever before possible with rotary-type models.

Jacobsen

MANUFACTURING COMPANY, Racine, Wisconsin

Producers Pushing in Big National

Smart Dealers Will Tie-In—Other Screen News

During the next nine months homeowners of America will learn a lot about the advantages of aluminum insect wire screening. The Aluminum Company of America is stimulating sales of aluminum screening in one of the biggest consumer promotions ever undertaken for such a product. At the same time, Reynolds Aluminum is using network television and other media with a "Do-It-Yourself" theme to promote the use of aluminum screening. Alert dealers will take advantage of these tremendous consumer campaigns by stocking Durall Aluminum Tension Screens and ALDURA Insect Wire Screening. The highly superior wire produced by both these big manufacturers is used in DURALLS and ALDURA and more and more customers will be pre-sold on aluminum screening, which makes them better-than-ever prospects for DURALL and ALDURA. Repetition of the sales points in this big consumer campaign will help to sell these fine New York Wire Cloth Company Products.

Home Craftsman Notes: Reynolds Do-It-Yourself Aluminum now opens up exciting new fields for the home craftsman. Here's an ever-increasing "extra" for alert dealers. Be sure you have the manufacturers' materials for home projects for the man who likes to do it himself. You can cash in by supplying him the work materials he needs!

DO'S and DONT'S On Metal Screens

Due to the incompatibility of aluminum and bronze, the following list of DO'S and DONT'S should be strictly observed:

- DO . . . Use copper tacks with bronze screening.
- DO . . . Use aluminum or steel tacks with aluminum screening.
- DON'T . . . Install bronze screening in aluminum frames and vice versa.
- DON'T . . . Install aluminum screening in frames which previously

Get Your Screening Sales ROLLING with these 6 Great Features *only the Multi-Strand Line gives you...*

1. Multi-Strand Edge
2. Measured Edge
3. Uniform Mesh
4. Even—Won't Pull or Stretch
5. Lies Flat When Unrolled
6. Perfect Mesh

Stock, Feature and Display

ALDURA—The new Alclad Aluminum alloy that doesn't stain, needs no painting and looks better.

LIBERTY BRONZE—Superior hard drawn bronze (90% copper). Thorough weather protective coating.

OPAL—Full gauge, hard drawn steel wire with weather-proof white satin finish.



**NEW YORK WIRE CLOTH
COMPANY**

63 Park Street, New Canaan, Conn.

Aluminum Screening Consumer Program

*contained bronze screening
without careful cleaning.*

DON'T Use copper tacks to fasten aluminum screening and vice versa.

One thing about good merchandising tips—they never get stale. Any time of the year is the time to pass them along, and here are a few any dealer will find useful:

1. **SELL MORE TACKS**—it's the most natural tie-in sale with screens. Nearly every customer needs them for installation. But remember, sell only copper tacks for fastening bronze screening in wooden frames. If the screening is aluminum sell aluminum, galvanized steel, stainless-steel, blued steel or common bright steel tacks in that order of preference.
2. **SELL MORE CHISELS**—keep batch of wooden screens showing various types of joints near screening. Leave unglued so your customers can putter. Helps move chisels, dove-tail, hack and other saws.

IMPORTANT

Mesher coarser than 18 x 14 do not conform with the U. S. Department of Commerce standard number 138-49 covering insect wire screening. It has been proven by laboratory tests that coarser meshes do not keep out disease carrying insects. Beware of substitutes. Insist on 18 x 14 mesh screening when purchasing insect screening, window screens and doors. All OPAL Galvanized, ALDURA Aluminum and LIBERTY Bronze has a finish coat as required by commercial standards. Look for the commercial standard label or tag on your screen and screening. You can be sure with New York Wire Cloth Company's products.

Reminder: Ask for the latest catalog of plans and projects on Reynolds Do-It-Yourself Aluminum. You'll be particularly interested in Series Number 11, "How To Make Reynolds DO IT YOURSELF Aluminum Window Screen and Plastic Storm Windows. Your handy-man-customers will be interested, too. Good chance here for some extra sales of screening, plastic, nails, tacks, etc.

This New Kind of Screen opens a BRAND New Market for You!

your customers want **DURALL**
because...

1. Durall Goes Up From Inside in 9 Seconds
2. Durall Is Aluminum, Can't Rust or Stain
3. Durall Costs Less Than Old-Fashioned Screens
4. Durall Rolls Up to Store
5. Durall Is The Only Packaged, Complete Screen
6. Durall Fits Snug as a Clamshell



Cash in on the Huge Demand for this NEW SCREEN!

Five million Duralls have been sold in every state in the country but the market has hardly been scratched. Dealer upon dealer, in hardware stores and lumber yards, this year is stocking Durall exclusively. And powerful advertising in magazines is helping them to make fast, easy and profitable sales. Ask your jobber to supply you or write to:



**NEW YORK WIRE CLOTH
COMPANY**

63 Park Street, New Canaan, Conn.

Kulman Co. Distributes Tape and Folding Rules

MASTER RULE Manufacturing Co., Middletown, N. Y. announces that Kulman Brokerage Co., Atlanta, Ga., is now direct factory representative for its line of steel tape and folding rules for tradesmen, craftsmen and hardware users throughout North and South Carolina, Georgia, Alabama, Tennessee, Mississippi and Florida.



Herman M. Kulman

Herman M. Kulman, president, has placed 10 associates in headquarters at Atlanta, Birmingham, Mobile, Jacksonville, Tampa and Richmond to service wholesalers and do creative selling and service at the retail level on behalf of wholesalers.

Kulman Brokerage also represents Edmont Manufacturing Co., Coshocton, Ohio and the Village Blacksmith Co., Watertown, Wis.

Herman Kulman formed the brokerage firm in 1947 after 16 years as vice-president and sales manager of one of the larger crown manufacturers, and many years of prior association with his family's importing and exporting business. His son, David, recently joined the firm.

Appointments Announced by Atlantic Steel Co.

R. E. O'NEILL has been appointed general manager of sales for At-

R. P. Smith to Head Publishing Co.; W. J. Rooke Named Board Chairman

WILLIAM J. ROOKE has been elected chairman of the board and Richard P. Smith has succeeded him as president of W. R. C. Smith Publishing Co., Atlanta, Georgia, publishers of SOUTHERN HARDWARE and six other business publications. The changes were announced following the company's 49th annual meeting held in January.

A past president of The Associated Business Publications, Mr. Rooke currently is vice-chairman of the National Business Publications, Inc.; vice-president of the Atlanta Chamber of Commerce; and a director of the Bank of Georgia. He has been associated with W. R. C. Smith Publishing Co. for more than 40 years. Mr. Rooke was named executive vice-president in 1931 and president of the company in 1937. A graduate of Western Reserve University, Cleveland, Ohio, he is a member of Phi Beta Kappa.

Mr. Smith is a director of The



W. J. Rooke



R. P. Smith

Business Publications Audit, Inc., and currently serves as chairman of the board, Rotary Club of Atlanta, as a director of the Atlanta Child's Home and as a trustee of the Youth Service Fund and the Rotary Educational Foundation, Inc.

A graduate of Virginia Military Institute, Mr. Smith served in the army during World War II, with the rank of Lieutenant Colonel, field artillery.

lantic Steel Co., Atlanta, Ga., Howard B. Johnson, vice-president in charge of sales has announced, and R. H. Prather has been named traffic manager for the company.

O'Neill has been with Atlantic Steel Co. since 1933. Starting in the rod mill warehouse, he then served in various capacities in the employment, timekeeping, shipping

and order departments.

After serving four years with the air force during World War II, he returned and became manager of the company's order department.

In 1949, O'Neill joined the sales department and was made manager of the rolled products division in the same year. In 1952, he became assistant general manager of sales.

Prater attended the University of Georgia and entered the army in 1943. After serving three years, he joined Atlantic Steel Co. In 1951, he became assistant traffic manager.

Prater is first vice-president of the University of Georgia Chapter of Delta Nu Alpha, national transportation fraternity. He also is a member of the Transportation Club of Atlanta and is on the Iron and Steel Committee of the Southeast Shippers Advisory Board.

(Continued on page 46)



R. E. O'Neill

R. H. Prater

Sensational New

PLASTEX TRADEMARK Measure Marked PIPE

DISPENSEREEL

HOLDS THE NEW
Giant 600' Coil

For MAXIMUM DISPLAY, CONVENIENT
STORAGE and FAST, EASY CUTTING



Here's the answer to MORE SALES and GREATER PROFITS on PLASTEX Measure Marked PIPE . . . the easiest to sell — easiest to use plastic pipe there is!

The convenient new DISPENSEREEL ends awkward coil handling — puts the giant "remnant saving" coil out front in a neat compact unit where it's easy to see . . . easy to sell from.

Now, one man can unroll and cut any amount to length in a "jiffy" by just counting the exclusive PLASTEX 10' Measure Marks permanently branded throughout every coil.

Get ready to make the most of the big PLASTEX selling season ahead by getting the handy DISPENSEREEL to serve your customers quickly and efficiently. Contact your wholesaler for complete details or mail the attached coupon at once.

**MAIL THIS
COUPON TODAY**

- SAVES TIME and labor on every sale.
- COMPACT DISPLAY — takes only 30" x 54" floor space.
- GIANT COIL reduces remnants.

PLASTEX
SINCE 1939
PIPE & EXTRUSION CO.

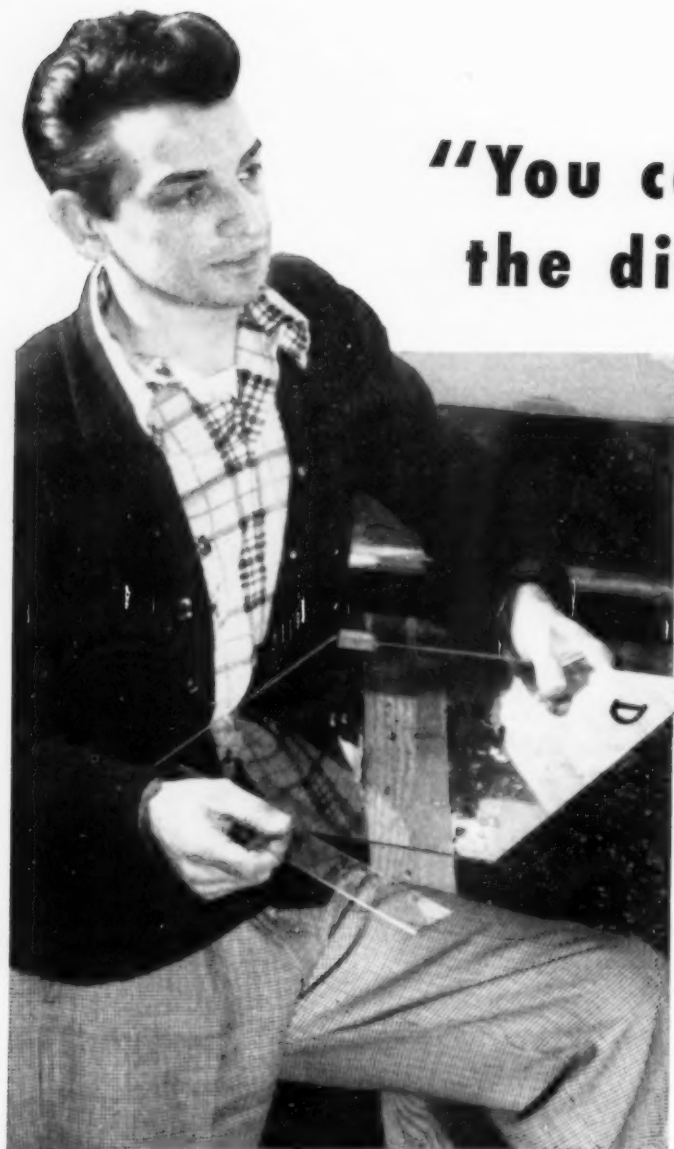
400 Mt. Vernon Ave., Columbus 3, Ohio
EXPORT OFFICE: Clark-Wright Corporation
1262 Whitney Ave., New Haven (Hamden), Conn.

PLASTEX PIPE & EXTRUSION CO.
400 Mt. Vernon Ave., Columbus 3, Ohio

Yes

I want to know how I can get the new PLASTEX DISPENSEREEL for maximum convenience in selling PLASTEX Measure Marked PIPE.

NAME _____
FIRM _____
TYPE OF BUSINESS _____
ADDRESS _____
CITY _____ STATE _____



**"You can sure feel
the difference!"**

**says Henny Mozzone of Mainline
Hardware, Bala-Cynwyd, Pa.**

Mr. Mozzone ran several cuts on four well-known, *but unidentified*, brands of single-strength window glass. Each was marked A, B, C or D. He picked brand D every time. "You can sure feel the difference—this brand is by far the easiest to cut!"

Brand D was L-O-F. This is no isolated case. 28 out of the 30 dealers who took this "Blindfold Test" picked L-O-F!

L-O-F Window Glass is easier to cut into big pieces or little pieces. It's easier to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L-O-F cuts easier because it is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.

TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L-O-F first, last, or in between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L-O-F.

Call your nearest L-O-F Distributor. These local businessmen are listed under "Glass" in the

yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass."

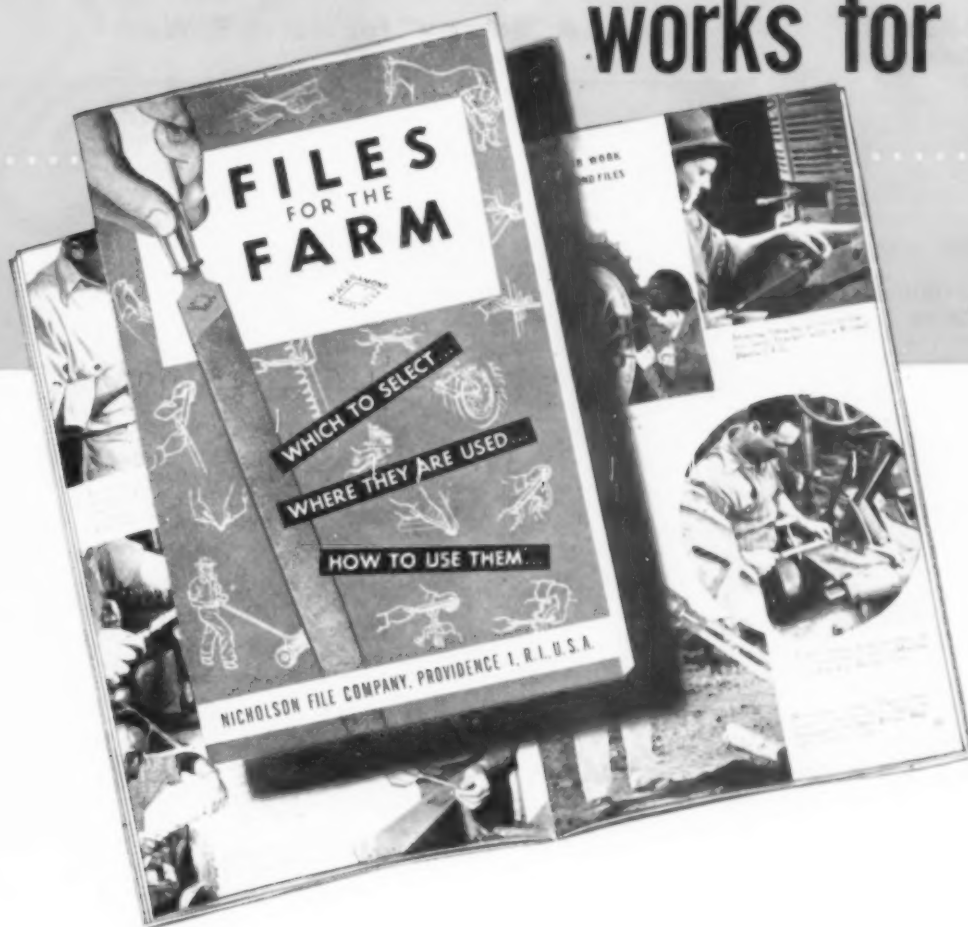
Write Libbey-Owens-Ford Glass Company, 7124 Nicholas Building, Toledo 3, Ohio.



LIBBEY-OWENS-FORD *the easy-to-cut* **WINDOW GLASS**



How this new book works for you



We prepared it primarily for farmers, and as a help to you we are distributing it to them through Nicholson advertising in farm magazines.

Farming is becoming more and more mechanized—which automatically increases the need for files in that field. By suggesting new (as well as old) uses for these many-purpose hand tools, the book helps to increase your file sales still further.

It also, of course, stresses the wisdom of buying Black Diamond files. Because of their great reputation

for quality and value, they are easy to sell—and give you your full margin of profit.

We want you to know of this additional help to you. And we also want your sales folks to be thoroughly familiar with file kinds and uses to help stimulate customer interest.

SEND FOR A COPY OF THIS FREE BOOK

Use letter, post card, or the coupon below. "Files for the Farm" contains 48 pages of valuable information, including more than a hundred illustrations.

BLACK DIAMOND
 **FILES FOR EVERY PURPOSE**

NICHOLSON FILE COMPANY, 59 Acorn St., Providence 1, Rhode Island
Send copy of your new book, "Files for the Farm."

Name (Store Proprietor or Manager)

Name of Concern

Post Office Address

Harry P. West Named Outstanding Salesman

HARRY P. WEST, long-time associate of the Reid H. Cox & Co., manufacturers' representatives with headquarters in Atlanta, Georgia, recently received special recognition for his outstanding services with that organization during 1953.

At a January meeting of the Atlanta Sales Executives Club, Mr. West was presented a "Sammy" award for being the outstanding salesman with the Reid H. Cox Co. during the past year.

Associated with the Cox company for 20 years, Mr. West covers the territory of Tennessee, Alabama and Mississippi.

Clemson Appoints New District Sales Manager

CLEMSON BROS., INC., Middletown, N. Y., has appointed L. B. Powers as district sales manager for the area including the District of Columbia, Virginia, West Virginia, North Carolina, South Carolina and parts of Kentucky and Tennessee. His headquarters will be in Richmond, Va.

Powers will service the wholesale hardware trade and handle Clemson hack saw blades, band saw blades and lawn mowers. He also will represent the Victor Saw Works, a Clemson affiliate, and call on mill supply houses in connection with hack and band saw



L. B. Powers

A "Sammy" for Harry P. West



Reid H. Cox, left, congratulates Harry P. West on being specially cited as the outstanding salesman during 1953 for the Reid H. Cox & Co., manufacturers' representatives with headquarters in Atlanta, Ga. Mr. West holds a "Sammy" awarded to him by the Atlanta Sales Executives Club. The lady wearing that wonderful smile is, of course, Mrs. Harry P. West

blades.

Powers has a background of 15 years in the wholesale hardware and mill supply fields and is well known in his territory.

Sloan & Associates to Represent AcmeLine Co.

GEORGE A. SLOAN & Associates, manufacturers' representatives with headquarters at 309 Center St., Little Rock, Arkansas, have been named sales representatives for AcmeLine Manufacturing Co., Traverse City, Michigan.

The Sloan organization will cover Oklahoma, Arkansas, Texas, Louisiana and Mississippi, according to the announcement from Robert H. Adler, vice-president and general manager of the AcmeLine company.

AcmeLine manufactures compressed air garden sprayers, hand insect sprayers and hand corn and potato planters.

Nagel Named Southern Sales representative

ALBERT A. NAGEL, JR. has been appointed sales representative for Jacobsen Manufacturing Co. in the states of Georgia, Alabama and South Carolina. He will make his

(Continued on page 48)



Albert A. Nagel, Jr.

Three ways to use it... *three ways to sell it!*



BIG SPRAY HEAD

For sprinkling gardens, borders, flower boxes, etc. Provides a gentle spray for newly seeded areas and young plants.

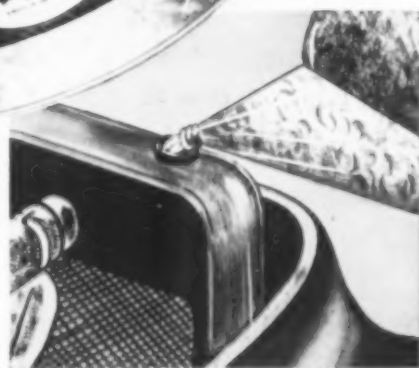


SMALL SPRAY HEAD

Ideal for spot-killing weeds with weed killer. Concentrates spray directly on weeds without endangering flowers, young grass or clover. Makes weed killer go further, avoids waste.

Get full details on the complete Cream City line. Write for bulletins—or ask your jobber.

Cream City
GALVANIZED WARE



POURING SPOUT

For filling car radiators, pipe openings, furnace humidifier pans, and for general use as a utility water can in the home or garage.

GEUDER, PAESCHKE & FREY CO., 1325 W. ST. PAUL AVE., MILWAUKEE 1, WIS.

SOUTHERN HARDWARE for FEBRUARY, 1954

headquarters in Atlanta, Georgia for the power lawn mower manufacturer.

Previously, Nagel was a field service representative for Montgomery Ward and for the Ford Motor Co. in auto accessories, parts and tire sales. He also has handled a complete line of hardware merchandise at the retail level.

Price Named to Sales Post by Orangeburg Mfg. Co.

RUFUS G. PRICE, JR., has been named to head southeastern sales for the Orangeburg Manufacturing Co., Inc. of Orangeburg, N. Y., and Newark, Calif. The company manufactures fiber pipe for all non-pressurized applications and electrical conduit.



Rufus G. Price, Jr.

As district manager, Mr. Price is in charge of all sales activities in Virginia, North and South Carolina, Georgia, Florida, Alabama and Tennessee.

An electrical engineering graduate of Georgia Tech, Mr. Price assumed his new duties January 1.

Ocean City Names Foster Salesman for Southwest

OCEAN CITY-Montague Sales Manager John D. Keith has announced the appointment of Lum Foster as salesman for the Ocean City Manufacturing Co. and the



Lum Foster

Montague Rod & Reel Co. in Southwest United States. The territory includes Texas, Oklahoma, Arkansas, and Louisiana, and the appointment became effective in December. Headquarters will be in Dallas.

Foster, a native Texan, was formerly buyer for the Higginbotham-Pearlstone Hardware Co. in Dallas. His prior experience in sporting goods includes service with Titcher-Goettinger department store and with Sanger Brothers department store, both of Dallas.

Lucian J. Crouch Dies in Charlotte

LUCIAN J. CROUCH, a vice-president of American Hardware and Equipment Co., Charlotte, N. C., died suddenly December 28 in a Charlotte hospital.

Crouch was born October 11, 1884 at Georgetown, Ohio. He moved with his family to Chattanooga, Tenn., and as a young man became associated with McGill Hardware Co.

In 1923, he came to Charlotte and was associated with the late Charles Nuchols at American Hardware and Equipment Co. For 12 years, he was with Smith-Wadsworth Hardware Co., a subsidiary of American Hardware and Equipment Co., as vice-president and manager. He returned to the parent organization in 1942.

Crouch was a member of Myers Park Presbyterian Church. He is survived by his wife, the former Bernice McBrien of Chattanooga;

a brother, Charles Crouch of Chattanooga; two sisters, Mrs. W. J. Lee of Signal Mountain, Tenn. and Miss Sada Crouch of Chattanooga; and two nieces.

Midwest Tool Appoints New Sales Representatives

THE APPOINTMENT of new sales representatives has been announced by Frederick Keller, president of Midwest Tool and Cutlery Co., Sturgis, Michigan.

Edward C. Swan Co., Denver, Colo., will represent the company in New Mexico, Idaho, Utah, Wyoming and Colorado. Beaver Sales Co., Portland, Oregon, will cover Oregon and Washington, while Henegar, Bleiman & Aug, Los Angeles, will represent Midwest in California, Arizona and Nevada.

Cincinnati Tool Co. Names Sales Manager

HAROLD C. JOHNSTON has been appointed sales manager of The Cincinnati Tool Co., Cincinnati, Norwood, Ohio, according to a recent announcement.



Harold C. Johnston

Johnston was sales manager of The Desmond-Stephan Manufacturing Co. for the past five years and has 11 years experience in the marketing and distribution of industrial and hardware tools.

He served in the navy during World War II.

(Continued on page 50)

NEW!

WANTED!

PROFITABLE!

**SENSATIONAL
NEW EXTERIOR
PAINT!**

Shingle n' Shake Paint, a great new development by Lowe Brothers, is made especially for shingles, shakes, rough-sawn siding, brick, cement, stucco and asbestos shingles. Selling with amazing success in special test areas for nearly a year! Yes—its value as a volume builder has already been proved. *Shingle n' Shake* applies easily—hides so well that *one coat* covers most rough surfaces! It dries to a velvety flat finish of remark-

able durability and color permanence. Comes in popular colors that "move" off the shelves!

New *Shingle n' Shake Paint* has that extra margin of *consumer appeal* which has built overwhelming popularity for Lowe Brothers products over the years. . . . And this Spring's big Sales Promotional package is another in the great series of "sure-fire" Lowe Brothers propositions that have long since proved their traffic-building, sales-boosting value!

Want to boost your paint profits this Spring? Put new *Shingle n' Shake Paint* on display and watch it pay! Get full details now. Write, phone or wire today!

The Lowe Brothers Company • Dayton 2, Ohio

LOWE Brothers
PAINTS • VARNISHES

**BACKED BY A GIANT
PROMOTIONAL PROGRAM!**

New *Shingle n' Shake Paint* and other outstanding products in the consumer-preferred Lowe Brothers line are backed by a powerful Spring advertising and merchandising program. Displays, newspaper ads, posters, handbills—all packed with the kind of sales wallop that pulls customers into your store to buy!



Air view of the new 600,000 square foot Orgill warehouse

Orgill Bros. & Co. Completes Move to South's Largest One-Story Warehouse

ORGILL BROS. & Co., hardware wholesalers, with headquarters in Memphis, Tennessee, has completed the movement of merchandise to the company's new one-story warehouse, said to be the largest of this type in the entire South.

The new warehouse, which contains 600,000 square feet of floor space, was designed specially to provide customers with even speedier service. Details of construction and interior facilities are aimed at further streamlining the handling of orders.

Attesting to the immensity of the new warehouse, 26 railway cars can be handled at one time, while 55 trucks can be accommodated at the loading dock. Inside, a system of numbers and letters have been worked out to correspond with the numbers in the Orgill catalog. A conveyor chain, more than a mile long (5900 feet), moves at the rate of 68 feet per minute. Wagons may be hitched to this chain which moves the wagons to the delivery port, the complete orders ready for the journey to the customer.

The gigantic task of moving into the new facilities began with the close of business on Friday, December 4. According to Joe Orgill, secretary-treasurer of the company who planned all details of the undertaking, more than 600

railroad carloads and more than 500 trailer truck loads were required to move an inventory which included some 39,786 items.

By bringing in all Orgill salesmen, by adding to the 375 additional Orgill employees approximately 300 college students available during the holidays, and by working around the clock, the move was completed on schedule.

On Monday morning, January 4, according to the announcement, the warehouse was open for business and operating "smoothly and efficiently."

Originally, Orgill Bros. & Co. was headquartered in Front street, later moving to Front and Jefferson streets where the firm remained for 78 years. In 1922 the business was moved to Calhoun street.

The latest move has placed company operations, at 2100 Latham, in the heart of a fast-growing industrial area near to important highways and railway facilities.

O'Neill-McNamara Co. Damaged by Tornado

IN THE DISASTROUS tornado which swept through the business section of Vicksburg, Mississippi, some two months ago, there was considerable damage to some of the hardware establishments—including O'Neill-McNamara Hardware Co., wholesalers.

The roofs on all four of the O'Neill-McNamara buildings on Clay street were blown off, along with the top floor of one of them. Their concrete, steel and iron

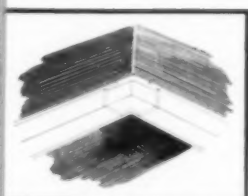
(Continued on page 54)



First to enter the new Orgill warehouse were officials of the company: (1) Joseph Orgill, secretary-treasurer; (2) Kenneth Orgill, vice-president; (3) Edmund Orgill, president; (4) Fred Orgill, vice-president; (5) W. T. Moody, chairman of the board; and (6) John Morris, vice-president

CRAK-SEAL edge-trim for tubs, sinks, etc. an unequalled value that beats the OLD caulking way

Only KIT with pre-formed corner blocks
Provides water-proof seal where wall & tub meet
Pure white vinyl stripping is molded at right angle for easy application, takes any paint.



Exclusive pre-formed corners and ends give professional touch.

Sales-making display carton conserves counter space and clerk's time.



\$1.69

Includes: cement, corner blocks & 15 feet of Crak-Seal



TRIM-GUARD

The fastest selling item of its kind. This light, steel shield makes painting easier and quicker. Keeps wall paint off wood work. Protects window glass and trim. Display on your paint counter, and watch customers add a Trim-Guard to every purchase.

Dealer price, \$1.80 per dozen—packed two dozen in sales-making display carton. Retail 25c.

Available through
qualified wholesalers
Full 40% profit



PIPE-SEAL

A real favorite with plumbers, as well as home handy-men, Pipe-Seal insures leak-proof connections that can be opened without galling. Comes in handy stick, for easy application. Never dries out. One dozen in display, \$1.08, Retail 15c.



PLASTER-STIK

The quick, sure way to fill those nasty hairline cracks. Plaster-Stik is the original stick-type filler that millions of home owners buy before starting any paint job.

Self-selling display carton holds one dozen sticks, fully displays this nationally advertised product, yet takes little counter space. Plaster-Stik is a real value at 25c. Dealer cost per dozen—\$1.80.



PAINTERS-PAL

Handiest item for painting around check rails and other tight, hard-to-reach places. Brushing surface riveted to aluminum handle. One dozen, \$1.80. Retail 25c.



PASTE-BAK

A real money-saver for the home—a fine profit item for you. Saves loose wallpaper. Thin, plastic tip slips under paper without tearing. Paste sets firm, won't spot. One dozen in display carton, \$2.81. Retail 39c.



As Papa Fixit says, "Home handy-men need every one of these items".
Are any missing from your stock?
If so, send today for
FREE SAMPLE

THE LEONARD COMPANY

Department 5, 506 Third Street
Des Moines, Iowa

A COMPLETE LINE OF NATIONALLY KNOWN

Rope and twine are used universally. Now, for the first time, you can offer a wide variety of these products from a single, compact, and easy-to-get-at stock. Packages display themselves. Inventory is low; turnover above average.

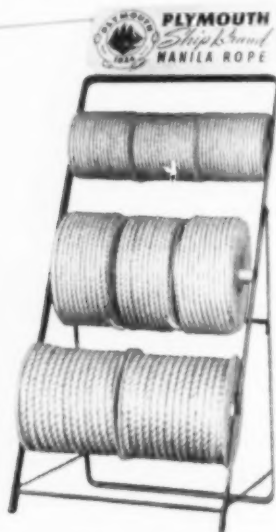
No need to keep track of scattered orders. Buy the complete line and make

your rope and twine sales earn maximum profit. All are top quality products made by Plymouth—the most widely advertised name in cordage products.

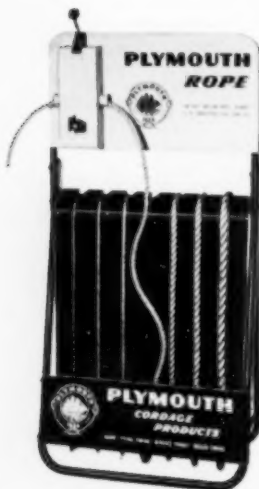
Ask your distributor or write Plymouth for complete offers and free display and stock cartons. Select any combination for your customers' needs.



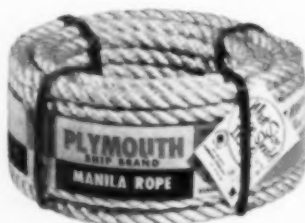
Carton-Packed Coil Rope



The SalesRak



The SalesMaker



The HandyPak

ROPE BY THE PACKAGE OR BY THE LENGTH

Only Plymouth offers you this wide variety of hard-hitting sales aids, each designed to provide a space-saving, sell-on-sight rope and twine department that will put more profit dollars in your cash register. Take your pick of the one—or combination of units—that fits your requirements best.

The SalesRak—Complete with display panel and dispensing rack, this unit sells rope off the spool in any length up to 300'.

The HandyPak—Provides initial stock for the retailer who has steady but small demand and wants to build volume in "impulse-buying" merchandise.

The SalesMaker—Designed for retailer whose volume justifies inventory in full or half coils. Rope feeds from basement, overhead, shelves, or floor. Available in counter or floor models.

Carton-Packed Coil Rope—This attractive carton is a natural addition to any rope department. The container serves both as a sales inducement and protection for the rope. Also available in standard coil coverings.

PLYMOUTH CORDAGE COMPANY

Plymouth, Massachusetts
New Orleans, Louisiana

ROPE AND TWINES

...AND GIVES YOU A DECENT PROFIT!



MOTOR STARTER ROPE

Nylon, wound on smooth handle, for gas-driven motors. Twelve ropes in each eye-catching counter display.



FIBRE-WHITE CLOTHESLINE

This new Plym-Kraft clothesline is just what the housewife ordered. Does not absorb water or dirt; won't swell; holds any clothespin. It's economical and long lasting as well, to give you a competitive selling price, attractive profit.



HARVEST TWINE

Plymouth Red Top baler and Red and Green Top binder twine—long the most respected brands in the field. High tensile and knot strength, full length in free-running containers.

PLYMKRAFT

EZ-TIE—a green, paper-wrapped wire that ties with a twist. 100 x 10" lengths in a cellophane envelope, 12 envelopes to a display carton.



PLYMKRAFT GARDEN TWINE

—250-ft. and 500-ft. compact balls for every garden need, in cartons of 48 and 24 balls, or mixed carton.



STRONGTIE GARDEN TWINE

—The very finest, made in 36-inch lengths, green, 50 to a bundle, 36 bundles to a carton.

GARDEN TWINES

twines and ropes



FREE DISPLAY UNIT!

This Rope and Twine Center, occupying less than two feet of floor space, is free with an assortment of Plymouth Garden Twines and Ropes. It will complete your assortment of rope and twine and help concentrate them in one traffic-stopping, profit-building display unit. Ask your distributor or write to Plymouth for complete details.



ANCHOR LINE

Premium line packaged in 50', 100', and 150' lengths for ready sale. Water-resistant, won't mildew, will take more than ordinary abuse.



PLYMOUTH

Cordage Products

(Continued from page 50)

warehouse on Levee street was completely demolished, and the inventory inside the building suffered accordingly. Total losses were estimated at around \$150,000 to \$175,000. This was mostly covered by insurance, but there will be a tremendous job in the coming months in the handling, rehandling and inspection of merchandise.

"But we were so thankful that all of us were spared, that none of the work that has to be done will discourage us," says J. C. O'Neill, president of the company.

Warden Succeeds Davis as Remington Arms Co. Head

MAXWELL R. WARDEN has been named president of Remington Arms Co. Inc., succeeding Charles K. Davis who retired under the provisions of the company's pen-



Charles K. Davis



Maxwell R. Warden

sion and retirement plan on January 31. Mr. Davis had served as president and general manager since the acquisition of controlling interest in the company by E. I. Du Pont de Nemours & Co., in June 1933.

Formerly, vice-president and assistant general manager of the company, Mr. Warden was elected a director at the company's recent meeting of the board of directors. At the same meeting he was named to succeed, effective February 1, Mr. Davis who will remain a director of the company. Mr. Davis had spent almost 39 years in various executive capacities with the du Pont company and its subsidiaries.

Remington Veteran

Mr. Warden joined Remington in 1941 as works manager and resident engineer of the Utah Ordnance plant, built and operated by Remington for the government during World War II. In 1942 he became assistant manager of Remington's military production division and in December 1943 was advanced to the post of assistant manager of the production division. He became manager of the production division in 1945 and soon after was named director of production. On April 1, 1948 Mr. Warden was named vice-president and director of manufacture and was promoted to assistant general manager on July 1, 1949 from which position he assumes the presidency.



Atkins' new rolling display

Atkins Inaugurates Rolling Displays

ATKINS SAW Division, Borg-Warner Corp., announces the operation of rolling displays of their complete hardware line.

Two ranch wagons, completely equipped and driven by James Koontz and Warren Stevens, are making retail hardware sales calls in the midwest area. When the weather permits, the retailer views the exhibit permanently installed in the station wagon. Under adverse conditions, a complete, duplicate assortment is brought into the store where it is displayed.

The manufacturers state that an excellent reception has been given this effort and that it is a fore-runner of additional and similar promotion work to be conducted in other sections of the country in 1954.

Jet Drill Alters Company Name

AS OF JANUARY 1, the Rocket Concrete Drill Co. is the new name of the Jet Drill Co., manufacturers of concrete and masonry drills in Dana Point, California.

Company officials cited difficulties in trade marking the old name as the reason for the change, but stressed that neither the firm's management, policies nor design of the tool would be changed.

The Rocket will continue to sell
(Continued on page 56)

NOW!

Your one answer to greater-than-ever screen cloth sales



*Registered Trade-mark

This low-cost **LUMITE*** **DISPLAY** **RACK** for only \$16⁸⁴

available 2 ways!

Takes only 2' x 3' of floor space. Cuts, measures, dispenses and displays 5 best-selling widths of Lumite Saran Screen Cloth: 26", 28", 30", 32" and 36".

†Put yourself in the screen cloth business with one of these 2 sensational offers:



1. The Lumite Dispenser Rack for only \$16.84 (dispenses 24" through 36" widths and comes F.O.B. Chicago, Ill.) with the minimum purchase of five 100' rolls of Lumite from your wholesaler. This offer includes the free "Stand-On" demonstrator that gives proof of Lumite's durability under pressure.

2. The Lumite Display Rack plus five 50' rolls of Lumite Saran Screen Cloth (replacements are in 100' rolls)—all for only \$69.15 F.O.B. Chicago, Ill. Included absolutely free is Lumite's sales-clinching "Stand-On" demonstrator, proving amazing strength of Lumite Saran Screen Cloth.

LUMITE*

SARAN SCREEN CLOTH

LUMITE DIVISION

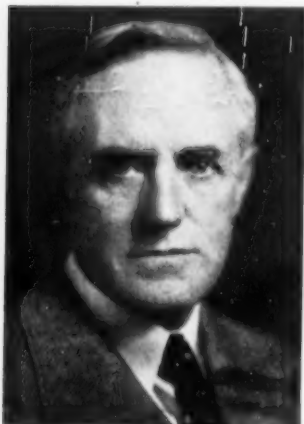
Chicopee Mills, Inc.
47 Worth St., N. Y. 13, N. Y.

only through wholesale hardware outlets, and advertising and promotion in concordance with the name change will back the drill.

The new Rocket will be on display at regional hardware trade shows in early 1954.

W. W. French Passes in Birmingham, Ala.

WILLIAM W. French, who for many years was one of the South's most prominent wholesale hardware executives, died at his home in Birmingham, Ala., on January



W. W. French

23, at the age of 81. He had been in the active service of Moore-Handley Hardware Co., Inc., for 55 years, and during a large part of this period he had been the company's chief executive.

He was born in Knoxville, Tenn., in September, 1873. After leaving the University of Tennessee he was connected with a wholesale grocery house in Knoxville for five years and then went with the N. C. & St. L. Railway Co. at Nashville.

In May 1895 Mr. French took a position as stenographer with Moore-Handley. His outstanding business ability was reflected in his rapid progress upward through the organization until, in 1915, he was elected vice-president and general manager of the company.



Members of the Stratton & Terstegge team participating in a sales meeting at which the 1954 sales promotion program for dealers was introduced are as follows: (front row—left to right) A. J. Carson, city sales manager; Walter Vaughn, electrical buyer; A. L. Crowe, toy buyer; Ross Riddle, fishing tackle buyer; Sam Mashburn, tool buyer; R. E. Bader, central division sales manager; W. R. Kuehn, furniture buyer; (back row—left to right) Clarence Hardin, plumbing buyer; Art Koch, Jr., Kentucky sales manager; J. H. Sanders, sales promotion manager; L. R. Stevens, housewares buyer

Then in 1936 he became president and continued in that capacity until 1947 when he became chairman of the board, which position was maintained until he retired in 1950.

A man of genial personality and highest integrity, Mr. French was for many years one of the best-known and most popular executives in the hardware trade and had a host of friends in all branches of the industry. Not only was he largely responsible for the outstanding success attained by his company, which under his leadership became one of the nation's largest wholesale hardware houses, but he was quite active in civic and association affairs. He was for a number of years vice-president of the Southern Wholesale Hardware Association; and later, after refusing to accept the presidency of the association, he became a life-time member of its advisory board.

Mr. French is survived by his widow, Mrs. Janie Van Hoose French; two sons, W. W. French, Jr. (now Moore-Handley's president) and James Van Hoose French; also five grandchildren. All live in Birmingham.

Stratton & Terstegge Co. Announces Sales Program

STRATTON & Terstegge Co., hardware wholesalers in Louisville, Ky., recently held a general sales meeting to introduce a 1954 sales promotion program for dealers. This program, according to J. H. Sanders, sales promotion manager, is designed to help dealers maintain a fair margin of profit and at the same time keep their names before the public with high quality advertising in color rotogravure.

The advertising program consists of a spring broadside, spring and summer book tying in with Hardware week (April 16-24), a back-to-school broadside, a fall book and a march-of-toys Christmas book.

With each promotion except the Christmas book, an advertising kit is furnished. This kit ties in with the colors used with each promotion and consists of two window banners, 35 single window streamers, 35 double store streamers and three sizes of printed price cards which show retail prices of merchandise featured in each promo-

(Continued on page 100)

Bolens Means Business

WITH THIS COMPLETE LINE
OF POWER MOWERS

**SELF-PROPELLED
POWER TO MOW—
POWER TO GO**

6 RUGGED ROTARY MOWERS

- Model 421A 20" Self-Propelled
- Model 420B 20" Side-Trimmer
- Model 412B 21" Front-Trimmer
- Model 361E 18" Front-Trimmer
- Model 362E 18" Side-Trimmer
- Model 360 18" Electric

3 GREAT REEL TYPE MOWERS

- 441B 21" 1.6 h.p.
- 433C 18" Special 1.1 h.p.
- 438B 18" Deluxe 1.1 h.p.

Bolens offers a complete line of both gasoline and electric powered models, with power units and cutting widths to suit every budget and need, from cottage to estate. All as smartly styled as a sports car. Powerful, easy to handle. All designed for volume sales. Whatever type your customers prefer, it's in the Bolens line—along with more and better selling aids that multiply inventory turnover.

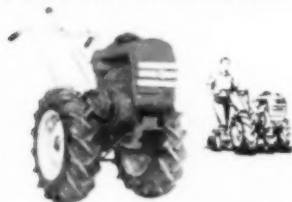
**BOLENS 421A 20 INCH
ROTARY 2½ H. P.**

GRIND-A-LEAF ATTACHMENT

No leaf raking, burning or disposal problem. Wonderful, easily attached device pulverizes autumn leaves and distributes them evenly over lawn as fine fertilizer.

THIS WINNING SALES COMBINATION SCORES IN SALES

BOLENS GARDEN TRACTORS



Versa-Matic Drive gives variable forward speeds and safety type reverse. 9 models—111 attachments.

BOLENS CHAIN SAWS



6 models including a bow-saw, loaded with new features and offered at a new low price to help you make sales.

BOLENS M-E ROTARY TILLERS



Featuring the Bolens M-E Mustang and 3 larger models—the BA-12, BA-16 and BA-24, all carrying the Guarantee... Non-winding tines guaranteed against breakage.

WITH BOLENS YOU'LL OFFER MORE...MAKE MORE IN '54

**Mail Coupon Now for details on
BOLENS POWER PROFIT PLAN**

See "America's Finest Outdoor Power Equipment" at:
TEXAS HARDWARE & IMPLEMENT
Plaza Hotel, San Antonio
Booth 33
January 25-27
OKLAHOMA HARDWARE ASSOCIATION
Oklahoma City • Booth 50
February 2-4



**BOLENS PRODUCTS DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION**
227-2 South Park Street, Port Washington, Wisconsin

Please send information on BOLENS money making Dealer Franchise Offer.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

Get More Profitable TOOL Business with these 2 Great NONE BETTER Sales Makers

TOOLS
FOR FARM, HOME & CAR

ACTION BOARD
Junior Tool Dept.
21" x 21"

TOOL DEPT. FLOOR STAND
2 Sq. Ft. of Floor Space

NONE BETTER Tools
ALLOY SOCKET WRENCH SET

Take your choice . . . a complete Tool Department in a sales-handly Floor Rack Display, or a Junior Tool Department on eye-catching Action Boards for wall or counter. Either way, you're in business . . . a money-making Hand Tool Business tailored to fit your store and boost your profits!

These NONE BETTER Displays are designed to sell Tools for you. Simply choose the Assortment you want, the right size for your store, then get set for SALES. Handsome Display Rack with ten popular Sets (5 alloy steel—5 carbon steel) and 90 fast-moving Tools. Action Boards display the fastest-selling individual Tools from the NONE BETTER Line. Let your customers SEE 'em—they'll WANT 'em . . . BUY 'em.

Get your share of the money-making Hand Tool Business. Write today for details and sales-active prices!

**NONE
BETTER
Tools**

THE NEW BRITAIN MACHINE CO., NEW BRITAIN, CONN.



"Refilled our Bolt Bar 3 or 4 times in 3 months"

Says Mr. Edward Gmyreck of Detroit



"Solved the Problem of taking care of customer requests efficiently and completely."



"The Bolt Bar has been one of our most profitable purchases."



"It's a time-saver and convenient...our customers can help themselves."



SELF-SERVICE

The **LAMSON BOLT BAR**

We have the "proof of the pudding"!

For months we have been telling you of the time and money saving features of the Lamson Bolt Bar.

In the meantime we've gone a step further. We've visited hundreds of dealers all over the country, taken their pictures and in this and future ads we'll tell you what they had to say.

Mr. Gmyreck, for instance, says: "Saves running back and forth to the back room." "People buy a unit sale." "We have only had the Bar 3 months and have refilled it 3 or 4 times already."

In other words, the Bolt Bar:

1. Eliminates time-wasting fumbling and searching.
2. Provides retail price tickets for self-service.
3. Gives you six stock turnovers per year.



The **LAMSON & SESSIONS Co.**

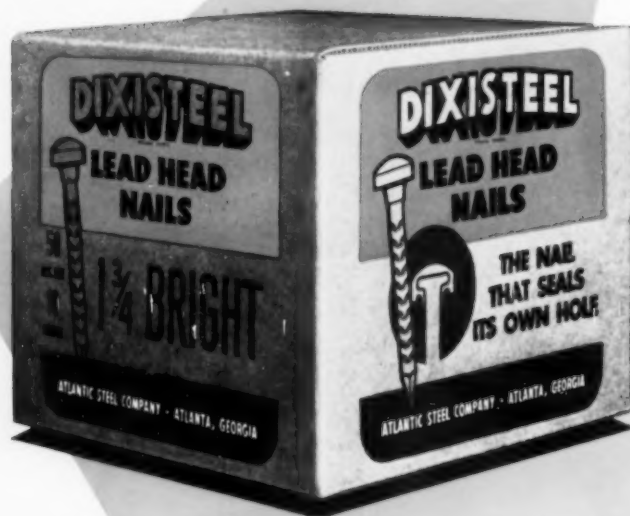
1971 West 85th Street • Cleveland 2, Ohio

PLANTS AT CLEVELAND AND KENT, OHIO • BIRMINGHAM • CHICAGO

SOUTHERN HARDWARE for FEBRUARY, 1954

DIXISTEEL LEAD HEAD NAILS

TRADE MARK



Now in the new 50 POUND SIZE Nail Caddy

- Easy to display
- Easy to handle
- Easy to store

Now another DIXISTEEL product comes to you in the popular DIXISTEEL Nail Caddy—DIXISTEEL Lead Head Nails! And best of all, they come in 50-pound Caddys, instead of hard-to-handle 100-pound wooden kegs.

Here are the ideal roofing nails in the ideal package. Put them on the counter where your customers will see them and see if your sales don't increase.

Get a supply from your wholesaler or jobber now.



- Bright or Galvanized
- Seven Lengths:
1, 1 1/4, 1 1/2, 1 3/4, 2, 2 1/4, 2 1/2
- All No. 10 Gauge

ATLANTIC STEEL COMPANY

P. O. Box 1714 • EMerson 3441
ATLANTA 1, GEORGIA



- Free samples on request

When their customers ask for paints . . .

They Sell Results

WITH LITTLE effort or originality any hardware dealer can produce a color chart then sell the selected color to the uncertain amateur who is doing the job himself. But that procedure is frowned upon, to say the least, by Lynn Haggard, who with his father Roger C. Haggard, operates a highly successful suburban store in Greater Little Rock, Arkansas. Unusual services go with each can of paint sold in this store, with the result that sales are sufficiently large to be envied by many dealers.

When the Haggards opened their store about four years ago, their promotion of paint was backed by unusual experience — in fact, 120 years of combined experience in the painting craft. For many years this family has been engaged in

Owner L. R. Haggard at right matches fabric with paint color, and below, refills space on shelf from which the sale was made

Paints call for many allied products. Below, left, Haggard illustrates best use of nylon paint brush



the craft with knowledge and techniques being passed along from generation to generation. As a result of this background, the Haggards can speak with authority on the subject of paint.

"We sell a good paint job, not just paints," said Lynn Haggard.



The popular trend back to painted floors is promoted at Haggard's store. Full instructions as to best finish are given

painter as to the condition of the surface to be painted. Has the old outside paint blistered or flaked off? If the customer affirms this, Haggard's service begins.

"I'd better run out and check your house," he says. "You probably need to correct dampness behind your surface."

If the customer is not sure what finish has been used on an old interior wall to be painted, Haggard

again offers to inspect the wall. "It takes time and gasoline to do this," he admits, "but it pays. The customer gets a good paint job, he tells his friends about our store, and we can anticipate his future business."

The store's rental service is another real aid to customers. Ladders, ladder jacks, drop cloths, and floor polishers are among the rental items made available to customers.

"Many a paint job is tackled by

a home-owner because he can rent a ladder from us. That goes for interiors, too. We can supply him with the stepladder, drop cloth, and if he wants to really re-finish the room, a floor polisher — all for a nominal fee."

An amateur with little experience in painting is carefully shown the use and care of the paint brush. Haggard shows the customer how to hold and manipulate the brush, how to care for it until the job is done, and then how to clean and store it for future use.

Haggard promotes brushes and sells more of them because he teaches the customer the importance of a good brush for every job. Brushes are displayed attractively, the Haggards taking advantage of posters and other advertising material which are supplied by the manufacturers.

Twice a year, when outside paints are given special promotion, a "Complete Package Paint Job" is offered at a special rate. This consists of four gallons of outside paint and a good outside brush. The customer is urged to start to work immediately on his house, and to "take his time" in order to do good work — with Haggard available at all times for advice.

Often, while the amateur is painting his house or his interior, he calls the store for information, which is given cheerfully.

Mrs. Roger Haggard, wife of the senior partner, also has an active part in promoting paints. She made a special study of interior decoration, in order to be of service to customers. Women have consulted her so often regarding colors that

(Continued on page 76)

"A professional painter doesn't need our special services, but we want the business of the 'do-it-yourself' customers. Many people today are buying small, low, frame houses that are easy to paint. We receive a good bit of this business, and customers seem to appreciate our help. Many of them travel a considerable distance to take advantage of the services we have set up for them."

For example, colors made-to-order to match draperies and rugs is a service popular with virtually all women customers. They bring their materials to the store, and the desired color is matched exactly. A large sign on one of the store's display windows emphasizes this service. Advertising in a neighborhood theater also keeps customers informed, while handbills and post cards sent out several times a year further spread the news among housewives.

Before Haggard sells outside paint or paints for interiors, he carefully questions the amateur

A glass cutter and a "Decorator's Library" are in a convenient side room for customer's use. Books on interior decoration are loaned to home-owners who sign for them



Southern dealers report on

How They Advertise



ADVERTISING is by no means a lost art among southern hardware retailers. In fact, virtually all spend some percentage of sales volume on this type of promotion. But the amounts allotted by individual dealers are as varied as the types of advertising individually favored.

This situation was disclosed in a survey conducted recently by SOUTHERN HARDWARE among a large number of dealers in the 16 southern and southwestern states. With economic forecasters predicting sharp competition for sales in the months ahead, one purpose of the survey was to determine just how extensively hardware retailers in the South are using this important sales tool. Replies from dealers indicated a reasonable consistency in advertising, but it is apparent also that the average dealer probably will have to increase his advertising appropriation substantially if he is to compete effectively in future months.

From the replies of those participating in the survey, the average southern hardware dealer, as far as advertising is concerned, shapes up something like this. He spends from 1 to 1½% of sales volume on advertising, generally favoring newspaper advertising, with radio and direct mail following in that order of preference. He advertises a little less than once a week, his advertisements being about equally divided between use of factory-prepared materials and materials of his own origination. He is reasonably satisfied with the results of his advertising efforts and will describe these results, per-

A Reader Survey

haps unenthusiastically, as "fair" or "good." He advertises "specials" occasionally, but by no means with the effectiveness of the chain stores. Consequently, he is not overly impressed with results. He uses a mailing list from time to time, but has no one most effective method for compiling such a list and keeping it up to date.

These are the highlights of the survey. Following are detailed summaries of the answers to each question asked by SOUTHERN HARDWARE in arriving at this average picture.

In question No. 1 of the survey, dealers were asked to give the percentage of sales volume spent on advertising. Replies to this question ranged from ½ of 1% to as high as the 3% reported by a small number of dealers. Generally, it would appear that for a majority of dealers, advertising appropriations are inadequate, and, in view of the current outlook for business, may become increasingly so. Near-

ly 71% of the dealers replying to this question indicated advertising expenditures of less than 2% of sales volume; 20% spend no more than ½ of 1%; 34% indicated that they spend 1% of sales; while approximately 17% allot 1½% for advertising purposes.

Twenty percent of those participating in the survey spend 2% of sales volume for advertising; 3% indicated 1½ to 2%, while an additional 3% replied that they spend as much as 3% of sales volume on advertising efforts.

From these replies it is clear that for a majority of the reporting dealers, advertising budgets are inadequate and may face a severe test in the future. In view of the aggressive advertising programs being carried out by a number of the chain organizations it is imperative for the independent hardware dealer to reappraise his advertising program if he is to maintain a healthy competitive position.

Question No. 2 asked, *What are the principal advertising mediums used, in order of importance?*

(Continued on page 78)

Virtually all southern hardware retailers spend some portion of sales volume on advertising. But for a majority of dealers the amount is less than 2%. With even sharper competition now being predicted for future months, now is the time for a careful reappraisal of that advertising budget



Above 4' x 6' panel introduces the new department in a window display. "Preacher Paint" officiates at ceremony uniting "Mr. Wallpaper and "Miss Drapery."

In center of the department is U-shaped counter holding wallpaper books. Behind counter is paint department, and at left is drapery fabrics display



For farm families and "Do-It-

They Tried a Home

WHEN E. E. PONDER decided to remodel his hardware store in Cullman, Alabama early in 1953 he hit upon a highly successful idea for putting new life into one "run-down" department suffering from "run-down" sales.

Ponder's promotional theme centered around a wedding — the bringing together of the three essentials in home decoration—wallpaper, fabrics and paint. His promotion, then, depicts the wedding of wallpaper and fabrics with paint officiating at the ceremony. As a result of the novel merchandising idea, sales of wallpaper and paint doubled within six months after the establishment of the new Home Decorating department. In

addition, sales volume of drapery hardware and fabrics increased substantially.

Further, the department now renders a valuable service to rural customers who wanted to do some interior decorating, couldn't afford the services of a professional decorator, yet needed some pointers on how to do it themselves. "I didn't know if it would work," explained Ponder, "but it was the best move I could think of to liven up the department and at the same time provide a decorating service to those customers I had most in mind — farm and middle income families."

With more and more wallpaper manufacturers coming out with

companion fabrics — matching and correlated — Ponder decided to bring them into his trade picture. The key to the plan is found in the wording and sketch used in a window display announcing the service. In a sketch, "Mr. Wallpaper" is shown at a wedding ceremony with "Miss Fabrics." "Preacher Paint" is tying the knot.

A large sign in the back of the store marks the entrance to the "Complete Home Decorating Department," a well-planned section featuring paints, wallpapers, fabrics, drapery hardware and painting accessories. In the center of the area is a combination counter, color bar and wallpaper display section. The U-shaped counter is

Yourself" enthusiasts

Decoration Center



at the entrance to the department.

The remodeling plan within the decorating department effected three important improvements over the old system: first, a hard-to-get-at place with an unorganized variety of merchandise now has become a colorful, friendly, informal and pleasant shopping area in which the customer can appropriately select merchandise to brighten the home and make it a more comfortable, desirable place to live. Secondly, the store is completely stocked for specialized service in home decoration, and third, self-service is skillfully blended with conventional selling procedures.

"The customer today is looking for capable help and advice in decorating," said Ponder. "Sales go up when the lady can be given the needed but subtle assurance that her selections will meet the critical approval of her friends and

(Continued on page 80)

Paint section extends into wallpaper display area. All display units have indirect lighting for modern effect, as well as to afford close, easy examination

In wallpaper alcove are shown over 70 samples. Storage space is located behind two of the wallpaper display panels. One at right is backed by fabrics

ten by eight feet and the sloping top holds eight to ten sample books of wallpaper, at a height that makes them usable while either sitting or standing. Paint brushes, paint rollers, color charts and other accessories are found on the other side.

To the right of the counter is an alcove of three self-illuminated wallpaper display wings showing more than 70 samples. The right wing of the wallpaper display is backed by a fabrics' display, and in front of this, are small tables where wallpaper and fabric samples can be studied. Fabrics and drapery hardware are displayed along the wall, and books of fabric samples are kept on an island table



Population of Town: 3,000

Annual Housewares Volume: \$15,000



Gold Mine in Housewares

THOUGH LOCATED in a small town of no more than 3,000 persons, the Collier Hardware Co. of Silsbee, Texas, has an annual housewares volume of more than \$15,000. This figure is particularly impressive because of the fact that at least a dozen other outlets in town also are in the housewares business.

But through careful selection of lines and adequate display, the owners of this business have made the housewares department one of the store's most profitable. The department is valuable not only for the repeat business it brings in, but because of the new customers constantly being attracted to the store.

If there is any one reason for this sizable housewares volume it probably lies in the method of display, for housewares are by no means underplayed in this store. The department occupies a 30-foot space along the right side of the store, a large area for the average

store, but in this case, at least, sales justify the arrangement.

"We can safely say," said L. O. Wray, manager, "that fully 60 percent of our store customers patronize our housewares department regularly. When we attract a customer, it's not a one-time sale. It is the customer's frequent visits to the store that build up a customer-salesman friendship. Every employee is fully familiar with the

housewares lines and is eager to show these products to housewives. That, I think, is one of the secrets of the success of the department.

"By being in a position to take care of our customers' needs, we keep them with us year after year and gradually cultivate their children's trade. For this reason, our housewares department is literally

(Continued on page 80)



Pictured above is the display of colorful housewares in the Collier store. Each item is plainly marked to minimize sales resistance



Departmentizing houseware items results in neater, more inviting displays. Complete housewares section occupies a 30 foot, in length, wall and floor space

Owner L. O. Stuart demonstrates new fishing rod and reel in aisle of store. Such demonstrations have helped build neighborhood's enthusiasm for fishing



"Know How" plus "Show How" builds

Top Level Tackle Sales

DEMONSTRATIONS given on the sales floor are keeping sales of fishing tackle on a high level for operators of Wylam Hardware Co., Birmingham, Alabama.

"A majority of our customers are folks we know," L. O. Stuart, owner of the business, pointed out. "Even so, more and more people today want to know exactly what they are buying and how to get the best use possible from what they purchase. And—like everybody else who sells—we want to do all we can to satisfy them."

Fortunately, virtually every member of the staff—from owner to bookkeeper—is unusually well-qualified to give demonstrations of fishing equipment. Stuart, his son Melvin, a daughter, Mrs. Marjorie Williamson, and Peter Menik, a salesman, are enthusiastic fisher-

men and sufficiently talented in the art of casting to be able to give more than adequate demonstrations in the store aisles.

Here's just one example of how these demonstrations have paid off: The store stocked a new type spinning rod during the past spring. Stuart and his staff showed it to best advantage on the sales floor and on fishing trips, and the medium-size Wylam store outsold all others in the Birmingham area on this particular product.

The store demonstrations actually are responsible, said Stuart, for more than half of the store's sales of fishing tackle. Often customers passing the sporting goods section will stop to watch a demonstration. Then, along with a bucket of paint or a roll of wire, they'll take home a rod and reel.

What is the best technique for building fishing tackle sales?

This is Stuart's answer: "First your salesmen should know fishing. That's so obvious that it may sound trite, but it's surprising how many hardware stores will put a 'green' salesman in the sporting goods department. And the veteran

(Continued on page 84)



Having completed rod and reel sale, Salesman Melvin Stuart offers an electric lantern for inspection. They often are sold for night fishing, frog gigging

Store's entire sales staff is well-versed in fishing. Mrs. Marjorie Williamson, who doubles as bookkeeper, passes along some useful tips on plugs



This dealer can prove it when he says...

"We Don't Handle Fencing—

"WE DON'T handle fencing, we sell it!"

That statement made by A. E. Stephens, owner of the Burlington Hardware Co., Burlington, Kentucky, comes close to being literally true. Fencing is carted from the

that more—much more—fencing could be sold if given the proper promotion. Floor space in the store was severely limited, ruling out the possibility of extensive inside displays. Then too, it seemed to Stephens that because of the great

bulk of rolled fencing, outside displays of the line were more logical. He experimented and tried first a front-of-the-store display. But rain and snow gave rise to another problem which he could not control.

He moved the fencing display to the side of the building where a southern exposure made it less vulnerable to the elements. However, the display was still exposed and so this location was far from satisfactory. However, customer interest in the display led to frequent sales which, in turn, made Stephens more determined than ever to have a satisfactory outside display.

Stephens solved the weather problem by building a wide canopy along the entire side and across the front of the store building. Posts, or supports from the ground up were eliminated in favor of overhead supports. This afforded an unobstructed approach to the store, making automobile parking easier for the customer, and allowing more freedom for handling the bulky rolls of fencing and farm gates.

The canopy has made available



Addition of a canopy along the side of the store has made mass display of fencing possible year-round. Entire fencing stock is displayed

railroad to the sidewalk along one side of the store where it remains on protected, open display until it is sold. Annual volume from sales of fencing is substantial and handling costs are negligible.

Fencing had been a warehouse item and was purchased to meet a more or less stable demand until several years ago, when a survey of the area convinced Stephens

Canopy also protects power mowers from weather, and the chain anchors them to the sidewalk. Mowers remain on display, also, during the entire season



We Sell It"

about 500 square feet of sheltered display space. Approximately 300 feet of this space along the side of the building serves as combination storage and mass display for fencing and related merchandise. As many as 85 rolls of fencing, 109 spools of barbed wire, farm gates and a quantity of steel fence posts are displayed at one time. Besides removing a cumbersome load from the warehouse, the display has made the community "fence-conscious," Stephens explained. The extent of the display makes it easy for the customer to see what he wants and make his selection promptly. The customer's vehicle can be brought to within a few feet of the purchase from where it can be loaded with a minimum of difficulty. This pleases salesmen and is a decided aid in selling fencing.

Another convenient labor-saving device Stephens has adopted is a method for measuring random lengths of fencing, hardware cloth and poultry netting. He painted a line two inches wide, parallel to, and several inches from, the outside edge of the cement sidewalk

(Continued on page 88)



Lee R. McNeely, the store's "fence specialist," shows how chain can secure fencing in place if necessary



A. E. Stevens, owner of the company, cites the unimpaired condition of the printed tag as proof of canopy's excellent weather protection

A customer is shown holding down one end of a roll of poultry cloth while company salesman unrolls material along the measuring line marked on the sidewalk



Repair Service Sparks

Rural Appliance Promotion

"THE FARMER and his wife, as a rule, are much more dependent on their farm and home appliances than town residents. That's why a prompt, efficient repair service is an important factor in building appliance sales in a rural area."

That observation by M. L. Landrum, store manager of the Eupora Hardware Co. in Eupora, Mississippi, is well-grounded in his own experience. Store records show an outstanding volume in rural appliance sales: They account for approximately 50 percent of the busy store's volume. And 75 percent of those sales are made to rural residents.

Combination salesmen-service-men operate the company's appliance department. That is, the salesmen also are fully trained to repair all types of appliances sold by the store, an arrangement that has wide appeal among both prospective and long-time cus-

tomers. Wherever possible, a repair call is answered the same day it is made. And Landrum estimates that around 90 percent of all repair work is done in the customer's home so the appliance will be out of commission as short a time as possible.

Landrum also estimates that about 35 percent of his employees' time is spent answering repair calls, which often come from as far as 18 miles from Eupora. The only additional charge imposed, however, from out-of-town repair calls is a 10¢ per mile service fee which is added to cover the cost of making the trip.

In the small Mississippi town of Eupora this company does half of its volume in major appliances. Promise of a fast, capable repair job is mainly responsible

No minimum charge is made for out-of-town calls. All repair charges are on a labor-plus-cost-of-parts basis. When repairs require less than one hour, the customer is charged for the hour's work, regardless of the location of the call.

"Customers who have (or have had) a charge account with us—and most of them who originally bought their appliances from us have—are not required to pay anything down on service calls," adds Landrum. "We simply bill them on the first of the month." Repair bills are sometimes carried

(Continued on page 90)

Combination sales-service men run appliance department, build customer confidence. Here M. L. Landrum chats with prospect





Atlanta's Municipal Auditorium will be scene of sports show

March 10 a special day for dealers at

Atlanta Sports Show

A SPECIAL DAY, set aside for retailers and wholesalers only, will be a feature of the United Sports and Vacation Show, to be held March 6-14 in the Municipal Auditorium in Atlanta, Georgia.

The nine-day event again will present a wide array of sporting goods and allied products, all specially exhibited to appeal to the sportsman. Exhibitors, in fact, read like a virtual Who's Who of the sporting goods industry, and exhibits will include all types of sporting goods, fishing tackle and other outdoor merchandise.

Supplementing the exhibits will be a stage and tank show which will include exhibitions of fly casting, Canadian log rollers, canoe tilts, plus additional acts, a number of which use the 75,000 gallon portable tank.

To afford retailers and wholesalers ample time to talk with factory men and inspect the various product lines, Wednesday, March 10, will be set aside as a day for retailers and wholesalers only. Only retailers and wholesalers of sporting goods and marine supplies will be admitted to the audi-

torium between the hours of 11 a.m. and 6 p.m.

Through the cooperation of Atlanta wholesalers exhibiting in the show, special invitations and com-

plementary tickets will be distributed to all sporting goods retailers and wholesalers in the Southeast. All marine accounts in the area will receive tickets through the cooperation of the distributors of major outboard motor lines.

On March 10, doors to the auditorium will be opened at 11 a.m. Each retailer and wholesaler registering as a guest will be given a badge containing his name and that of his company. The badge will permit dealers to re-enter the auditorium again in the evening for the stage show which will not be presented Wednesday afternoon in order to give dealers ample time to confer with exhibitors.

A further feature of this special day will be a brief clinic on selling and sales promotion conducted by representatives of the various types of advertising mediums, it was announced.

A light lunch will be served in the auditorium for the convenience of visiting retailers and wholesalers who may drop by at their convenience during the hours set aside for them.



Leon Chandler, Cortland Line Co. and Eddie Wood, Orchard Industries, will give exhibitions of fly casting

A store salesman explains workings of vacuum cleaner to prospective customer

By

Stuart Covington



Looking for a sideline with sales appeal?

Give Vacuum Cleaners a Try

HERE'S A HARDWARE firm that hit on a profitable sideline—and one that time has proven a leading sales builder as well. The firm—Jackson Hardware Co. of New Albany, Mississippi. The sideline—vacuum cleaners.

Store-owner T. W. Jackson, who is in his 16th year as a dealer for nationally advertised vacuums, has found that they sell consistently and easily.

"We spend very little time trying to sell a customer a vacuum," Jackson said. "Instead, we tell her to select the model in which she is interested and take it home for a one-day free trial."

"We spend very little time really trying to sell a customer on a vacuum. Instead, we tell her to select a model she would like and take it to her home for a free one-day trial. This results in a sale 75 percent of the time"

The free trial periods, Jackson added, pay off in a sale more than 75 percent of the time. Not only that, they occasionally produce *two* sales because a prospect will invite a friend or neighbor in to look at the new vacuum she brought home. Jackson has never had a vacuum lost or damaged as a result of these trials.

The firm employs subtle sales psychology in handling vacuum prospects. When a customer expresses an interest in a vacuum, the salesman explains a few of the featured selling points of a couple of models and gives the prospect an opportunity to ask any ques-

tions she wishes. Then, without making any effort to close a sale, he invites the prospect to take a vacuum home for a trial. The prospect is provided with an instruction booklet at this time.

In the privacy of her home and at her leisure, the housewife is able to study the various features of the vacuum to learn more about how it operates and, most important, to check its performance. She can talk over her prospective purchase with other members of her family and get their opinions. Thus she "sells herself" rather than being sold by a member of the Jackson Hardware Co. staff. An advantage of this technique, Jackson points out, is that the housewife will be inclined to be more satisfied with her vacuum after she buys it, because the decision to purchase it has been entirely her own.

The company handles two varieties of tank type vacuums and two upright models. The tank models sell for \$84 and \$75 and the upright models for \$79 and \$59. The

(Continued on page 90)



New officers of the association are, left to right, seated: Dan Tudor, director; R. H. Lindop, second vice-president; C. A. Washmon, president; J. C. Stevens, director; and R. M. Souder, executive director. Standing, left to right: Barney Goldthorn, Frank Halla, Porter Henderson, Sam K. Seymour, G. W. Scheurer, Rex Payne and J. L. Spencer, all directors

Texas Convention

THREE YEARS of drouth have left widespread marks of enervation in Texas — on the land, on retail hardware and farm equipment merchandising and to a degree on strength of the Texas Hardware and Implement Association, some speakers told delegates to the 56th annual convention, in San Antonio, Jan. 25, 26 and 27.

But labor union organizing activity in the retail field in the past year, especially in Port Arthur, seemed to be considered more menacing than the drouth, according to time and attention allotted the subject. This union activity is an issue the association can do something about, and there was every indication of such an intent. This issue, perhaps, was partially responsible for maintaining attendance at the customary level, in excess of 1,200, in spite of the drouth.

Meanwhile there were the usual admonitions to those in retail business — both hardware and farm equipment — to concentrate grimly on sales training and the finer techniques of selling. This year, however, such admonitions carried a more sinister ring, as at least two speakers told the convention: The market "is still there," all that remains is for competitors to decide among themselves how it will

be shared to best advantage.

The convention accorded an enthusiastic burst of applause to Fred Miller, white-thatched hardware retailer of Port Arthur, when he was introduced on the first day as the man who did not propose to give in to labor unions; and again when, on the final day, Miller described his experience with the union, which dealt one of his two stores a body blow by setting up picket lines.

Miller was followed on the program by Scott Hardy of Dallas, executive vice president of the Texas Hotel Association and his address, "Free Enterprise at Work," consisted to considerable extent of an explanation of the rights of individual business men in dealing with organized labor in Texas.

And in his address in the concluding business session, President-Elect C. A. (Cut) Washmon of Harlingen, indicated the association's intent with this passage: "Our association has been effective in the past on matters of legislation affecting our membership. We are faced now with new legislation affecting our taxes and our position with organized labor. I would like to see this association step up its legislative program to relieve you of some of your tax

burdens and secure some protection from the new effort by labor unions to take over your business. Necessary funds must be available to protect our interests in Austin and Washington."

In the presidency, Washmon succeeded Joe C. Stevens of Coleman, who continues as a member of the board of directors. The new president was advanced from second vice president because of the confining illness of Dick Bowser, first vice president, of Houston. Although inactive, Bowser was re-elected first vice president.

R. H. Lindop of Dallas is the new second vice president and Souder continues as executive director.

In addition to the officers and Past President Stevens, there are eight other members of the board of directors, six of whom were re-elected. These are B. O. Goldthorn of Alice, Frank L. Halla of El Paso, Porter Henderson of San Angelo, Rex G. Payne of Center, G. W. Scheurer of Sherman and Dan H. Tudor of Temple. Two new directors are Sam K. Seymour, III, of Columbus and J. L. Spencer of San Antonio.

During the convention of the retail association the Texas Wholesale Hardware Association met in executive session and heard in-

formal discussions by two members on the conduct of sales meetings and sales training programs. These discussions were by A. J. Murray, sales manager, Momsen-Dunnegan-Ryan Co., El Paso, and D. R. Bonner, Bonner Hardware, Sulphur Springs. C. Stanly Roberts, Jr., president of the wholesale association, said it was considered the procedures in both a large and relatively small operation would be interesting to members.

Wholesalers are planning to break a long-standing precedent in 1956 and hold their annual June convention elsewhere than in San Antonio or Galveston, and are tentatively scheduling the convention for Dallas with completion of a new Statler hotel there. The retail association, meanwhile, will exert its influence to bring the national convention to Dallas in the same year.

Washmon Speaks

Elsewhere in his acceptance address, President-Elect Washmon said he would make no attempt to tell hardware and implement dealers how to run their business, but would "visit with you" about his subject, "Our Mutual Responsibilities," which he enumerated as existing between dealers and customers, suppliers, association, ourselves, our employees, our country, our community and each other.

This all adds up, he said, to the fact that hardware and implement dealers are risk-takers, with rewards commensurate with judgment, and he concluded:

"I am quite concerned that some of our members are not following good business practices which result in profit at the year's end. We find evidence of this in our association cost-of-doing-business survey. The year 1952 was the lowest profit year on record since our association made this survey. While in Kansas City last week, I saw some preliminary figures that indicate 1953, nation-wide, was disastrous for farm equipment dealers.

"I know that the men in this room are capable of making necessary adjustments in their business to assure a profitable year in 1954. No speaker on this platform can do it for you, your fate is in your own hands."

Retiring President Stevens had the subject, "Now, More Than Ever," and commented that for the first time in 20 years we have the kind of an administration (nation-

al) we have been hoping for.

"The period of readjustment may bring trouble for some of us," he continued, "but we will have to go back to the kind of selling we were doing before World War II, when we really used selling techniques and had to sell. We must sell our salesmen on our products so they can sell our customers."

W. J. Fisher, vice president of The Oliver Corp., and immediate past president of the Farm Equipment Institute, said that he had been requested to bring greetings from the Institute and discuss his firm's dealer councils. He said the nation's food production would have been impossible without the teamwork between dealers and manufacturers and in discussion of dealer councils he said they were a means of sharing thoughts and ideas and "doing what we can to make the future brighter for both of us." He added that of suggestions received through dealer-council meetings, management of his firm considered '28 of these suggestions major and 80 percent of them had been approved and put into effect.

Dave Livingston of Washington, Iowa, farm representative on the USDA advisory council, said he would discuss "Faith, Hope and Parity," but first he regaled his audience with amusing stories. He said he had recently been to Washington, and:

"I talked with a lot of congressmen and senators and there are a lot of worries about the farm situation and the surplus, but it is my opinion there will be no big, massive program and nothing particularly new. The fact is that right now we have no surplus in meat for the meat supply is down to 56 head for every 100 people and that's the first time that's happened in 12 years."

"The surplus in other commodities is not as bad as some writers and commentators would have us believe and what's scaring the high support guys is that the cities may outvote the country."

"We must get out of these surpluses as easy as possible and I'll tell you what I think is going to come out of it all and I think it will be good. What I suggested was that they cut the price support on butter by one cent a month and on wheat and cotton by 10 percent a year. Whether they will do it or not, I don't know. Anyhow, there are indications they may let the farmer have this all back and let

him run it."

President Roberts of the wholesalers' association had the subject, "The Wholesaler's Obligation to His Dealer," but said his talk would more accurately outline "what you should expect from your wholesaler." Without a prepared address, his sub-topics were identified by cards displayed on an easel and by his own count he interspersed his serious remarks with at least a dozen humorous stories.

He discussed in turn, integrity, stock, delivery, price, ethics and "oomph."

"We would not have stayed in business more than seven years if we had not played fair with our customers," he emphasized, and in the matter of stock urged dealers to better cooperation on bookings so the wholesaler and manufacturer could project their business. He said many problems of delivery had been eliminated by use of trucks, but that the problem of invoicing still remains.

Then he by-passed the subjects of price and ethics as somewhat touchy for discussion, but said "oomph" would figure prominently in the course of every dealer's business this year.

Competitive Year

"I predict that 1954 will be the most competitive year since the depression," he continued, "and that's where 'oomph' comes in. 'Oomph' is what a great many of our dealers did not have when we offered to install for them, on our time and at our expense, a certain attractive display. Of the 800 dealers to whom this offer was made, how many do you think accepted? Twenty-five out of 800 dealers accepted our offer and took the display."

Other speakers on the program were: Robert H. Westbrook of Riverside, Calif., president of NRHA, who discussed "More Customers For Your Store in '54" for a separate meeting of hardware retailers while Harold Halter of St. Louis, director of public relations for NRFEA, discussed "It's Your Business" for a separate meeting of farm equipment dealers. These separate meetings followed the second general session, which was short.

Other general session speakers were Conwell Sykes of Greenville, Miss., president of the Commercial National Bank, "Better Business Through Better Financing," and Mrs. Ila Huff, of Memphis Tenn., "Effective Citizenship."



BRIDGEPORT,

Remington Dealer Letter



CONN.

YOU'RE INVITED: send coupon to join Remington Retail Merchandisers' Club



RECEIVE PRODUCT NEWS BULLETINS, SPECIAL SELLING INFORMATION—AT NO OBLIGATION!

Here's your opportunity to join thousands of wholesale and retail salesmen who now *sell* more because they *know* more about things their customers are interested in.

As a member of Remington's Retail Merchandisers' Club, you'll find it easy to stay posted on hunting facts, guns and ammunition, and new selling tech-

niques. You'll read it all in the club bulletin, and in special booklets like the one on shotguns, shown above.

In fact, you'll find your Retail Merchandisers' Club membership a gold mine of information on every aspect of firearms and ammunition, hunting and shooting. And because, when it comes to selling, there's no substitute for a

thorough, detailed knowledge of products and their uses, the facts you learn through the Retail Merchandisers' Club will pay off in increased prestige *and* profits.

If you're not yet a member of the Retail Merchandisers' Club, here is your opportunity to join. Just clip and mail the coupon and you'll be one of the thousands of wide-awake merchandisers who'll get new selling ideas from the *next* issue of the club bulletin. Do it now!

CLIP AND MAIL TODAY!



Now— a Rifled Slug in 28 Gauge

Remington announces the new 28 gauge rifled slug—available for the first time as a standard production shotgun load! Owners of 28 gauge shotguns, intended for maximum loads and in good condition, will now be able to use them for deer hunting. Remington rifled slugs are also available in 12, 16, 20 and 410 gauges.

SALES PROMOTION DIVISION
Dept. S.H.-2
Remington Arms Company, Inc.
Bridgeport 2, Conn.

Yes! I wish to join the Retail Merchandisers' Club and to receive all of its year-round benefits. I understand that there is no cost or obligation.

Name _____

Store _____

Street _____

City _____

State _____

After 28 years as a
pulpwood contractor
**Mr. Forbes knows
his Bow Saws!**



MR. S. D. FORBES
Pulpwood Contractor
Charlottesville, Virginia

S. D. FORBES
PULPWOOD CONTRACTOR
CHARLOTTESVILLE, VIRGINIA
February 20, 1952

Sandvik Saw and Tool Corp.
47 Warren Street
New York, New York

Gentlemen:

I think you will be interested in knowing that for the past several years your bow saws have been used in this section of Virginia, for the preparation of pulpwood, and that they are growing in favor year by year.

My reason for making the above statement is that I am a pulpwood dealer and interested in seeing that this product is produced in the most efficient and economical manner, and since exhausting experience in the use of your saws, I find that approximately 75% of the wood I buy is cut with them. When the blades are kept in proper working condition there is nothing that will beat the Sandvik bow saw.

Yours very truly,
S. D. Forbes
S. D. Forbes

SDF/pss

**SANDVIK FISH & HOOK
BRAND BOW SAWS ARE
TODAY THE NATION'S
NUMBER ONE SELLERS!
STOCK, DISPLAY AND
SUGGEST SANDVIK . . .
IT'S THE PROFITABLE
THING TO DO.**

Last year, Mr. Forbes' organization cut, corded and shipped 1500 carloads of pulpwood. That's a lot of wood . . . and you can bet that *only the very finest Bow Saws can give him that kind of production!*

what does he think of SANDVIK bow saws?

" . . . there is nothing that will beat the SANDVIK Bow Saw," he says.

World famous SANDVIK Swedish Steel used for both blade and frame . . . made with all the skill and care of Swedish craftsmen . . . this is the combination that produces a saw of vastly superior quality and unequalled performance!

Sandvik Saw & Tool

Division of Sandvik Steel, Inc.

47 WARREN STREET
NEW YORK 7, N. Y.

**They Sell
'Em Results**

(Continued from page 76)

she has assembled a useful interior "Decorator's Library" for their use. This includes books that she has specially purchased. She lends these to customers without charge, after they have signed for them.

Along with all these special services goes some out-of-the-way promotions that pay off. For example, when a customer buys outside paint, a color card for outside paint is included — the owner usually has porch furniture or garden trellises that need painting.

Haggard stocks one complete line of nationally-advertised paint and three other lines, covering the kinds of paint most in demand by home-owners.

He tries to keep his paint shelves filled completely. If there is an empty space during a busy period, when he is unable to keep pace with displays, he will stop to fill that space later on in the day.

The outside of the store is virtually a giant sign board that often slows passing cars as well as pedestrians. Announcements of paint specials as well as the rental services are painted on the glass.

A new addition to the recently enlarged store is a glass cutter, stored in a side room with racks holding screen wire, electric wire, and decorator books. Much glass is sold for repairs.

Haggard promotes floor paint, and teaches his customers to apply it perfectly, finishing it with varnish or wax. "After all, painted floors are in fashion again," he says. "A properly painted wood floor can be as attractive as a modern linoleum floor."

In addition to the long paint section, filled with paints and allied products, several other spots in the store are devoted to special displays of paint. Attractive shelves under the counter in the sporting goods and the housewares departments are filled with paints, in sizes and kinds to appeal to the housewife or the sportsman.

We like to sell paints because they help to sell a lot of other items," Haggard concluded. "There are cleaning items — polishers, cleaning materials, brooms, brushes, etc., that go along with painting. Nearly all paint customers buy some allied product. Builders hardware is another line that benefits from paint sales.

"We don't handle variety store hardware items at all. We prefer to stick to staple lines, with paints

*A New Star
in the
Shovel Industry*

**IT'S FEATHERWEIGHT!
IT'S BALANCED!**



**AMES
RAM★LITE
TAPER ROLLED**

Equipped with **AMES**
SHOCK BAND



O. AMES CO.

PARKERSBURG, W. VA.

NORTH EASTON, MASS.

1. A new shovel—by Ames—a new design.
2. Open back design with appearance and strength of a Solid Shank Shovel.
3. Sections Taper Rolled where strength counts—reinforced by Turned Steps.
4. Socket equipped with Ames Shock Band.
5. Blade and Socket carefully tempered.
6. Blade—tumbled finish Handle—clear lacquer with Ames Burnt-cote finish optional.
7. A light Shovel makes light work.

GENSCO**FAMOUS SWEDISH MADE HARDWARE**

Swedish WOOD CHISELS

- ★ Hand-honed Swedish Steel Blades!
- ★ Machine Turned Tenite II Plastic Handles!
- ★ Shipped with Plastic Strip-off Coating on Each Blade!

Ask your craftsman customers what they want in quality wood chisels and they're bound to describe a Gensco Swedish wood chisel. Here's the finest Swedish steel blade that takes a razor edge and holds it ... plus a Tenite II handle that's practically indestructible. Write for catalog sheet and prices today.



FREE DISPLAY BOARD

3 color display board stands on counter or hangs on the wall. Holds set of 11 chisels sizes from 1/4" to 2". Yours free with the purchase of one set plus 5 extra of popular sizes (total of 16).



Bushman Swedish Bow Saws

Complete line of famous Gensco Bushman Swedish bow saws. 24", 30", 36", 42" and 48" lengths... Rigid frames, adjustable frames, tension levers, tapered frames and extended handles. Also replacement blades for all bow and buck saws. Write for literature and prices.



Chisel Rolls

Gensco Swedish wood chisels in heavy vinyl coated canvas rolls with clear vinyl pockets. Set 300-6 with 6 chisel assortment shown. Also in 4 and 11 chisel assortments.



Swedish Mora Hunting Knives

Inlaid Swedish steel blades, curly birch handles, plated brass bolsters, guards and butts. Top grain leather sheaths with metal reinforcing. Free display with seven knife assortment. Write for catalog sheet.

SEE YOUR JOBBER

Swedish Wood Screws

Gensco-Crown-Brand slotted wood screws in flat, round and oval head styles. Made in steel and brass. Write for prices.



WRITE FOR PRICES

GENSCO**GENSCO TOOLS**

A DIVISION OF

GENERAL STEEL WAREHOUSE CO., INC.
1806 NORTH KOSTNER AVENUE, CHICAGO 39, ILLINOIS

filling up the space instead of the usual variety store merchandise. There's more profit and less trouble in it that way."

Trade Survey— How They Advertise

(Continued from page 63)

Newspapers are the favorite advertising medium for 64% of the dealers replying to this question; 14% listed radio as their first preference, while another 14% indicated direct mail as their first choice. The remaining answers were scattered among such mediums as handbills, billboards, theatre ads, novelties and a number of others.

Radio advertising was mentioned most frequently as a second choice, 30 percent of the participating dealers giving this medium as their second preference. Direct mail including circulars and handbills was second choice for 26%; 23% named newspapers as their second choice, while the remaining answers were scattered among various other forms of advertising.

Direct mail was listed as third in order of importance in their advertising programs by 25% of the dealers answering this question. Newspapers were third in importance for 19%; an additional 19% listed handbills; 12% indicated radio as their third choice, while 12% reported that novelties are their third most important form of advertising.

In indicating their fourth most important medium, 33% of the reporting dealers listed radio, with the remaining answers being scattered among a large number of other types of advertising.

Of the dealers replying to this question 36% use two advertising mediums, 32% makes use of three, 23% use four, while 9% concentrate their advertising activities in one medium.

Asked in question No. 3 how frequently they advertised, 46% reported that advertising is on a weekly schedule, while 21% reported a semi-monthly rate. Monthly advertisements are used by 12%. Of the small number of dealers advertising more frequently than weekly, 12% advertise twice a week while 8% reported daily use of some form of advertising.

From their replies it would seem that dealers are making good use of factory advertising materials

made available, for 53% of the reporting dealers indicated that they both prepare their own advertising and also use factory cuts and mats. More than 33% indicated that they prepare their own ads entirely, while 13% rely almost solely on factory materials.

Generally, southern dealers complain but little about the results of their advertising. Asked in question No. 5, *What are the results of your advertising in general?*, 44% of the answering dealers replied "fair," 26% termed results "good," while 7% merely indicated that results were satisfactory. The remaining dealers gave such answers as "store traffic increased," "sales increased, etc."

Advertise "Specials"

In reply to question No. 6, a majority of the dealers, 58%, indicated that they advertise "specials" occasionally. However, there was little agreement among dealers as to what "specials" are most effective. A number reported good response to specials in which merchandise is specially priced. Others favor the use of periodic, store-wide sales, while a number reported good results when housewares are featured as specials. Seasonal items made excellent "specials" for a number of other dealers.

Despite the wide and apparently effective use the chain organizations are making of "specials," 42% of the dealers participating in this survey indicated that they do not include the advertising of "specials" in their promotional programs. It would appear that a large portion of the independent hardware retailers in the South are overlooking one effective method of building store traffic and competing more effectively with the chains.

68% Use Direct Mail

Asked in question No. 7 if they used a mailing list, 68 percent replied affirmatively, but here again there was little agreement as to the best means of compiling a mailing list and maintaining it up-to-date. As a source of names, dealers listed the telephone book, tax list, building permits, REA customer list, farm organizations, accounts receivable, etc.

Among the 32% who do not use a mailing list, a number mentioned the difficulty in keeping such a list up-to-date.

SELL TAYLOR MADE CHAIN on the TM display stand

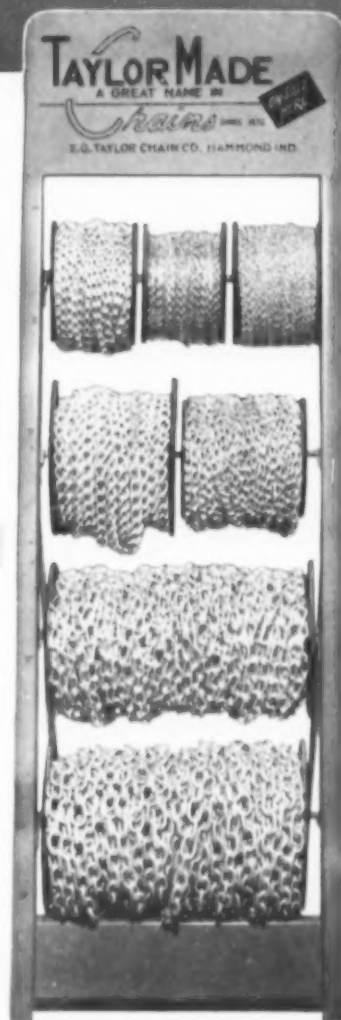
for Fast, Self-selection

Quick, easy Sales & Profits!

The Taylor Made Chain Display Stand puts the chain out in front of your customers where they can see it... *select it... buy it!* Gives you a complete weldless chain department in less than one and a half square feet of floor space. Dealers everywhere are putting this chain merchandiser to work for them—watching it roll off nice sales and handsome profits.

Ruggedly constructed of heavy gauge steel! It holds up to eight reels. Size: 51" high, 16" deep, 16" wide. Your choice of four chain assortments. See your local jobber or send coupon below!

S. G. TAYLOR CHAIN CO.
Hammond, Indiana



*Coupon brings free
weldless chain catalog*

TAYLOR MADE
A GREAT NAME IN
Chain SINCE 1873

S. G. Taylor Chain Company
Department 5H, Hammond, Indiana
Rush Free Copy of Catalog No. 100 giving
facts and specifications on Chain Display Stand,
plus all types of Taylor Made Weldless Sash
and Bright Chain.

Name _____
Address _____
City _____ State _____



Make extra sales with the bit that has all these features!

Just a glance at a GREENLEE 22 Solid-Center Auger Bit will immediately tell you why it sells so easily . . . and *stays* sold to build big volume repeat bit business for you.

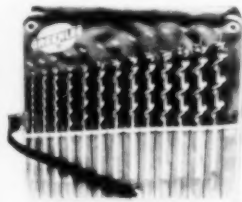
UNIFORM HIGH QUALITY . . . the finest of materials and manufacture for day-in, day-out dependability.

PRECISELY MADE with unusual care . . . accurately sized, perfect cutting edges . . . twist-ground for sure clearance. Means clean, quick action.

"INDUCTION HEAT-TREATED" to assure uniformity, long life.

"PLASTIC SEALED" with heavy protective coating to eliminate costly stock maintenance, prevent rusting, keep bits "factory sharp."

IN SALES-MAKING NEW SETS . . . plastic rolls, metal boxes, metal holding panels . . . all designed to increase "set" business for you.



Greenlee 22
SOLID-CENTER AUGER BITS



Write today for facts on GREENLEE Auger Bits, Greenlee Tool Co., 1822 Herbert Ave., Rockford, Ill.

They Tried a Home Decoration Center

(Continued from page 65)

neighbors."

All sales in the department, however, are to the do-it-yourself type of customer. The store itself does no painting, papering or installation. The matching and correlated fabrics are not made up into draperies, but the store will recommend someone in Cullman to do the work. Ponder does the major part of the selling in the department, but he constantly is training his sales help in the department, which must depend a great deal on well-trained help for success.

One service, however, has been instrumental in increasing paint sales. The store began a new policy of mixing colors to order for customers. From manufacturers charts or from their own samples, customers can get paints mixed to suit their needs in the quantity wanted.

Goldmine in Housewares

(Continued from page 66)

a gold mine."

Wray makes every effort to keep his displays interesting and novel. Quite often he inserts gaily colored plastic items in a setting of glassware so that customers may make a comparison. "We've found that a great many of our small-town customers are completely modern in their homes, and respond to such merchandising ideas.

"There's a psychological factor in a grouping of the things that appeal to the housewife's taste, which steps up the sale of each item. Often a customer is planning to attend a party and stops by the store to select a gift. She can find a generous number of items to choose from right in one spot. But, whether selecting a gift or not, plastics, glassware and kitchen utensils just naturally go together, and the customer who selects an item of this kind is a number one prospect for one of the companion products."

To attract customers, the store has three, 10-foot display tables and six, 20-foot wall shelves divided into seven sections.

"Before we built this display section eight months ago, we only sold to housewives the items they asked for," Wray said, "but now

Pressure-creosoted fence posts account for 75% of post sales

at White County Lumber Company, Carmi, Ill.



CARL MCDANIEL (left), president of White County Lumber Company, and **G. H. RACSTER**, a member of the firm and manager of the Carmi yard, have a combined total of 52 years in the lumber business.



HERE MR. MCDANIEL shows a pressure-creosoted post to one of his customers, **WALTER C. MILLER** of Enfield, Illinois. About 75% of all fence posts sold today by the White County Lumber Company are pressure-creosoted.

• White County Lumber Company, with yards in Carmi and Grayville, Ill., has been handling pressure-creosoted products for only two years, but they have already demonstrated their exceptional sales possibilities. About 75% of all fence posts sold by the two yards today are pressure-creosoted.

Carl H. McDaniel, president of White County Lumber Company, tells his employees to call customers' attention to the longer life, the lower maintenance costs and the protection against insects that pressure-creosoted posts afford. Newspaper and radio advertising promotes the

sale of these posts.

Mr. McDaniel finds that pressure-creosoted post sales often mean additional sales of such other products as fence and barbed wire. By bringing farmers into the yards, they increase local traffic and help sell other building needs, too.

The average sale, Mr. McDaniel reports, is 50 to 100 pressure-creosoted posts, although sales have gone as high as 250 to 300 posts.

The yards maintain a fairly complete stock of all popular post sizes. And the pressure-treater from whom the posts are purchased is conveniently near.



OFFICE and yard of the White County Lumber Company at Carmi.

HERE'S HELP FOR YOU IN SELLING PRESSURE-CREOSOTED FENCE POSTS

Turn the page to read how the producer of U-S-S Creosote is helping to promote the use of pressure-creosoted fence posts in your area. Then mail this card (no stamp necessary) for full information on how to become a pressure-creosoted fence post dealer.

What is pressure-creosoting?

Modern wood treating plants, using precise engineering methods, force by pressure a measured amount of Creosote into wood posts. This process protects them from termites, fungi, and dry rot ... gives them far longer life. Many of these plants use U-S-S Creosote, a quality product of United States Steel.



**MAIL
THIS CARD
TODAY—
NO STAMP
NEEDED!**

United States Steel Corporation
Room 4269, 525 William Penn Place
Pittsburgh 30, Pennsylvania

I'm interested in distributing pressure-creosoted fence posts. Please send me additional information and put me in touch with pressure-treaters who produce this product. And, send me a copy of your new guide, "Fences That Pay."

Name _____
Address _____
City _____
State _____

HERE'S HELP FOR YOU IN SELLING PRESSURE-CREOSOTED FENCE POSTS

FARM PAPER ADVERTISING

Right now—well in advance of the spring fencing season—United States Steel is telling farmers about the advantages of Pressure-Creosoted Fence Posts. Advertising in regional and state farm papers describes the experiences of farmers in the reader's own area with Pressure-Creosoted Fence Posts.

These advertisements stress the savings in labor, savings in replacements and savings in fence that result from using pressure-creosoted fence posts. They go a long way toward convincing farmers that pressure-creosoted posts are the best wood posts.

FENCE CONSTRUCTION GUIDE

The makers of U-S-S Creosote have prepared a guide to the best approved methods of fence construction. It deals with problems farmers encounter in building fence, and it shows how pressure-creosoted posts save time and money.

When you mail the card below, we'll send you a sample of this guide, "Fences That Pay." Look it over. If you'd like copies later for your farmer customers, your pressure-treater who uses U-S-S Creosote can supply you.

MATS FOR LOCAL ADVERTISING

United States Steel is a major producer of Creosote used by many producers of pressure-creosoted fence posts. When your supplier tells you he uses U-S-S Creosote, you can be sure a quality preservative has been used.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL

Room 4269, 525 William Penn Place
Pittsburgh 30, Pennsylvania

FIRST CLASS
Permit No. 3117
(SEC. 34.9 P.L. & R.)
Pittsburgh, Pa.

"Pressure-Creosoted Fence Posts last much longer and are easier to keep up"



W. O. Moss,
owner of Mile-Away Farms,
Southern Pines, North Carolina



PRESSURE-CREOSOTED FENCE POSTS SAVE TIME AND MONEY!

HERE'S WHY:

They Last Longer: Creosote is the time-tested wood preservative. Wood posts that have been pressure-treated with Creosote are highly resistant to attack by such wood destroyers as termites, fungi, dry rot and insect borers. In thousands of installations all over the country under all types of weather and soil conditions, farmers have found that pressure-creosoted fence posts last up to seven times as long as untreated posts.

Installation is Easier: Because they're stronger, straighter and uniform in size, pressure-creosoted fence posts are easier to set than ordinary posts.

They're Easier to Maintain: In setting, they require no such digging as untreated posts. In addition, it's easier to staple the fence to pressure-creosoted posts when the soil is hard. And, when the soil is soft, the posts can be removed and used again.

They're Easier to Replace: In setting, they require no such digging as untreated posts. In addition, it's easier to staple the fence to pressure-creosoted posts when the soil is hard. And, when the soil is soft, the posts can be removed and used again.

Ask for Fence Posts that have been treated with U-S-S CREOSOTE

There is no better preservative than U-S-S Creosote, a quality product of United States Steel. Mail the coupon below for the name of your nearest pressure-creosoted post supplier and a copy of "Fences That Pay," a helpful guide to better fence construction.

UNITED STATES STEEL CORPORATION
525 William Penn Place - Pittsburgh 30, Pa.



Send me a copy of "Fences That Pay" and the name of my nearest supplier of pressure-creosoted fence posts. I would like to receive from a supplier a sample of your product.

Name _____
Address _____
City _____ State _____
County _____ Zip _____

UNITED STATES STEEL

You've heard about them!
You've read about them!
We sell them!

PRESSURE-CREOSOTED fence posts

● You've heard about pressure-creosoted posts from your neighbors... you've read about them in leading farm magazines. Pressure-creosoted posts mean fewer posts to buy over the years... less labor in setting and resetting... longer life from the fencing itself.

Why are pressure-creosoted posts your best buy? Because they are the engineered products of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

ducts of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for PRESSURE-CREOSOTED posts

DEALER SIGNATURE



Willie Jones was a real fisherman! A can of worms and his home-made tackle were all he needed for a good day's sport!

And when he grew up Willie still fished! But it still wasn't like the old days. New rods, new reels, different tackle. He tried everything, but his hap-

piest memories were of days with The Bent Pin. Until something happened...

Willie was reading his favorite fishing magazine—just like you! And he saw an ad about AIREX—just like you! And then he DID something—hot-footed it down to his favorite tackle dealer's...

... HE'S NOW YOUR **BIG MARKET** FOR **AIREX** SPINNING TACKLE!

Yes sir... Willie Jones and millions like him are your big 1954 market for AIREX Spin-fishing tackle!

And the AIREX Story for 1954 is reaching a more staggering audience than ever—16,341,384 readers of top-ranking consumer publications like Argosy, Esquire, Field & Stream, Hunting & Fishing, Outdoor Tips and many others.

So stock up on AIREX Tackle. If you don't already have it, write for the big new 1954 AIREX Catalog.

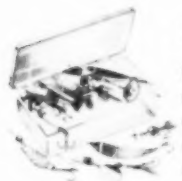


GREAT NEW AIREX MASTEREEL

ARISTOCRAT

All the deluxe Mastereel features, plus full bail with roller pickup, quickly convertible to manual type. Internal expansion brake, lifetime guaranteed gears

\$23.95



AIREX Fresh and Salt Water Lures—

Grand assortment, unbelievably colorful and real. Especially developed for spinning. Weights $\frac{1}{8}$ oz. to 2 oz. from 55¢



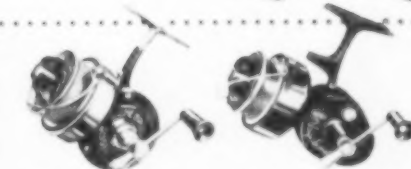
AIREX Nylon Fresh and Salt Water Line. "Air-Flite" and "Air-X" Braided and Monofilament, pre-stretched, pre-tested, variety of weights for Fresh and Salt Water. from \$1.75

AIREX Fresh and Salt Water Spinning Rods—designed and built especially for spinning. Solid and tubular glass, coned or tapered guides for perfect spinning.

from \$8.95 to \$29.50

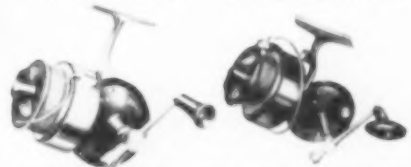


WORLD'S MOST COMPLETELY BALANCED LINE OF SPINNING TACKLE... MADE IN AMERICA FOR AMERICAN FISHERMEN



FAMOUS BACHE BROWN MASTEREEL \$22.75

NEW IMPROVED AIREX VAGABOND \$17.50



AIREX BACHE BROWN SPINSTER \$12.95

NEW IMPROVED SALT WATER BEACHCOMBER \$28.50

FREE! TO YOUR CUSTOMERS!

Fact-packed 24-page 1954 Guide to AIREX Spin-fishing... Hundreds of thousands now being mailed to sport fishermen.

AIREX CORPORATION
P. O. Box 77, Brooklyn 1, N. Y.



Ideal Companion to Hardware Sales



TWO SALES mean TWO PROFITS! Every time a customer buys hardware or paint for repairs or new work, he's in the market to buy wood protection against rot and termites, swelling and warping. You make two sales instead of one when you suggest Chapman clean Penta Wood Preservatives . . . Deep-Treat and Seal-Treat.

Sell Seal-Treat for Paintable Surfaces

Water-repellent Seal-Treat makes an excellent prime coat for wood to be painted — sashes, doors, woodwork,

porches. Controls warping, shrinking, swelling . . . stops rot and termites.

Sell Deep-Treat for Wood Not to be Painted

—fence posts, joists, sills, beams. General purpose Deep-Treat stops rot, kills termites—is clean and easy to apply.

Seal-Treat and Deep-Treat come ready-to-use in 55 gallon drums, 5 gallon or 1 gallon cans . . . attractively color-lithographed for over-the-counter selling; and with simple, informative directions on the packages to help your people make sales.

WIRE—WRITE—PHONE

CHAPMAN CHEMICAL COMPANY
DERMON BUILDING MEMPHIS, TENNESSEE



**Stock and Sell Chapman's
Complete Line of**

Clean WOOD PRESERVATIVES



we have doubled and tripled our sales because we have concentrated a large line of housewares in one area where customers may see all of them at one time.

Many questions pertaining to plastics, glass and ovenware are willingly answered by the Collier staff. This information is acquired by reading booklets and leaflets published by the different manufacturers. This service pleases customers and they are more likely to recommend the store to their friends.

"Our housewares department makes it more pleasant for husband-wife teams to shop in our store," Wray said. "While the husband selects a new fishing rod or a hunting rifle, the wife looks over the housewares section. They stay longer in the store this way.

"One of the best aspects of housewares is that the line accounts for a steady, year-'round business. There is nothing seasonal about dishes and utensils—they have to be replaced constantly."

Housewares never stand alone according to Wray. "We have so many quality items displayed nearby that we can turn the sale of a houseware item into a big ticket sale."

Since the housewares line is so heavily competitive in Silsbee, the Collier store promotes sales through an extensive advertising campaign.

"We're within 20 miles of the big league competition," Wray explained. "To get volume, we do what they do; that is, we attract customers with 'specials'. To get good results we advertise consistently just as the super markets do. We find it pays big dividends."

Building Top Level Tackle Sales

(Continued from page 67)

fisherman can spot him right away. Imagine how many sales we would lose if we had a greenhorn trying to show an experienced fisherman a new type of rod.

"Second, use caution in buying for the sporting goods department. What sells well in one area won't move in another."

As an example, Stuart recalled an occasion several years ago when his store had a chance to pick up a large stock of fishing tackle from a firm going out of business. "We bought the whole lot of goods at a cheap price," he said, "and then

READY NOW



**LOUISVILLE SLUGGER
BATS
HILLERICH & BRADSBY CO.
LOUISVILLE, KY.**

**Louisville
GRAND SLAM
Golf Clubs**



Louisville Slugger Catalog

Containing complete information and specifications, the beautiful 1954 Louisville Slugger Catalog (size 8½" x 11¼") in full color is now ready for distribution. Be sure to get your order in early.

Louisville Grand Slam Catalog

Also ready for distribution is the Louisville Grand Slam Catalog for '54. Accurately produced in full color and planned for maximum eye appeal and easy readability, it packs a powerful sales wallop. Size 8½" x 11¼". Estimate your quantity needs and reserve your copies now.



PLEASE ADDRESS
YOUR REQUESTS
TO DEPT. SH

HILLERICH & BRADSBY CO., INC.
LOUISVILLE, KENTUCKY

IRHA

Hardware Week
Values!

Belmont

Celebrates its 50th Anniversary
with newly styled, extra weight, improved quality

Deluxe Porcelainware

It wasn't until 1929 that the name "porcelain enamel" began to be applied to the kind of ware Belmont had been manufacturing in New Philadelphia since 1904, the year of the historic St. Louis Louisiana Purchase Exposition. Well known over the years for its dependable quality, Belmont Porcelainware this year offers you still finer quality and improved styling for a profitable 1954.

For example, these new **Belmont Sauce Pots**



No. 41 Sauce Pot
straight side, 4½ qt.

No. 61 Sauce Pot
straight side, 6½ qt.

No. 81 Sauce Pot
straight side, 7½ qt.

Hardware Week "Money-Makers" by Belmont

Attractive Popular New Style Belmont Sauce Pots of
Belmont's New Heavy Super Titanium Porcelainware

● **New Design** Beautiful new style with fit-down-in covers and Bakelite knobs catches the housewife's eye instantly.

● **White That Stays White** gleaming blue-white porcelain with black trim—the quality look.

● **Extra Durability** — New heavier gauge metal with Belmont's super-durable tough-glass titanium porcelain.

● **Faster Cooking** — Belmont Porcelainware transmits heat extra fast, saves time

and fuel in cooking.

● **No Metallic Taste** — Flavor of cooked foods unaffected, no discoloring.

● **Extra Easy to Clean** — Glossy smooth white surfaces, food particles wash off quickly.

● **Priced for Volume Sales** — Everybody can afford these Belmont Sauce Pots — fast turnover!

Order from your Supply House — display them for real profits Hardware Week . . . and all year around!

The Belmont Company

New Philadelphia, Ohio • Division of The Ridge Tool Company

Feature **Belmont** PORCELAINWARE Hardware Week!

practically had to give it away to move it."

Stuart then stressed the importance of display. "With our sporting goods department just inside the front door we catch customers coming and going. We use window displays on fishing tackle twice a year, once in the spring, again in the fall. Incidentally, contrary to what a lot of hardware men think, we have found that fishing tackle will move as well in the fall as in the spring, if you've built up a hard core of customers."

Stuart feels that his store has a good lead over others in the area, especially in regard to such items as fishing tackle. He has operated the Wylam store since 1923. Consequently he knows most of the fishermen in his district and what they generally want in fishing equipment. The same ones come back year after year—and word gets around to new customers.

"We've learned not to rush into stocking a particular item just because we get an occasional call for it," he emphasized. "We wait first to determine whether or not there's going to be a real demand for it. Meanwhile, we will order items not on hand for the customer's convenience."

Another customer convenience is repair service. The Wylam store does not have facilities for repairing fishing equipment, but takes equipment needing repairs to a service shop across town.

The store carries a complete line of rods and reels, popular plugs, trotline supplies, tackle boxes, lanterns, lifejackets, oars, etc.

The plugs are strung out on a line at eyelevel just to the left of the sales counter and in direct view of a customer approaching the sporting goods department.

"Sales of plugs are relatively easy after rods and reels are bought," Stuart said. "And occasionally we reverse the order."

With more and more women customers taking up fishing Stuart figures he's fortunate in having on hand Mrs. Williamson, who fills a dual role of bookkeeper and saleswoman. Women customers, who otherwise might be a little hesitant about trying out a rod and reel, come right on in, knowing there's a lady casting expert to show them the fine points.

The Wylam store follows much the same display procedure on hunting equipment as on fishing. And the veteran "Izaak Walton's," having found the Wylam store a good stop when they're heading for the river, also make it a port of

Use these special features to help you sell...

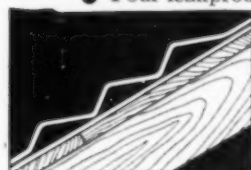
U-S-S American Fence — *there's more in use than any other brand... it must be good!*

- It's tough—made of quality controlled steel so that wires are soft enough to splice, hard enough to keep tension
- It's heavily galvanized—smooth, protective coating of zinc assures long life
- Guaranteed full size wires; full length and height
- Tension Curve—deep crimped to compensate for expansion and contraction . . . prevents sagging
- Hinge Joint—flexible, prevents permanent damage from sudden severe stresses

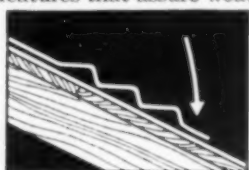


Tenneseal V-Drain Roofing — *it's tops in roofing!*

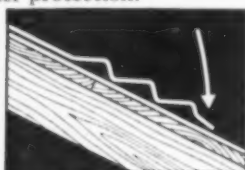
- Four leakproof features that assure weather protection:



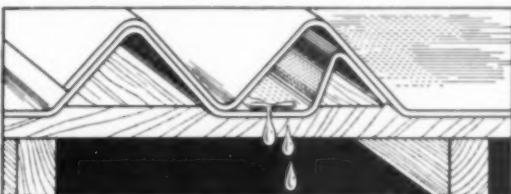
1 Triple Cross Crimp—prevents capillary action that draws water up between end laps



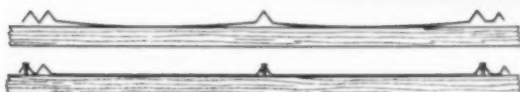
2 Pressure Lip—insures close pressure contact between overlapping sheets at the end



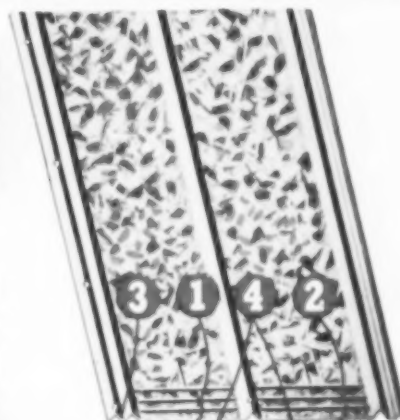
3 V-Drain—stops leaks at the side laps . . . rain drawn into the lap is drained off



4 Tension Curve—makes sheets cling closely to the roof decking



- Tight, heavy coating of zinc insures long life, rust protection
- Strong steel—guaranteed full gauge
- Protection insurance—the damage that can result from inferior roofing is often more than the cost of a new Tenneseal roof!
- Easy to apply—no special labor or tools are needed



And suggest that your customers also buy USS American Barbed Wire and American Baling Wire—they are leaders in their field. All of these are products of proven quality, popular throughout the South, readily identifiable by the USS label.

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

UNITED STATES STEEL



BESTT Paint Rollrs

Help You build Sales and Profits



here's how

BESTT QUALITY is built into every rollr. Exclusive inner-spring construction, the very heart of the rollr, holds covers snugly in place without slippage, yet the cover is simple to remove for quick color change. BESTT covers are machine sewn with sturdy nylon thread—never rip or separate. To this, add top quality material, specially designed machinery, skilled craftsmen and rigid inspection—your guarantee of BESTT Quality.

BESTT REPUTATION has always been true to the name BESTT . . . in research, design, workmanship, distribution policy and customer satisfaction. Bestt engineers have pioneered not only the finest conventional paint rollr but also rollrs for special needs such as a Trim-it-Rollr, two head (DUO-MECHANIC) Rollr, Ship Rollr, Stuc-O-Koter Rollr and Wire Fence Rollr.

BESTT PRICE policy has always been set to give you the finest paint rollr, yet meet all competitive needs. The complete line of Bestt Rollrs enables you to sell the top, middle or promotional end of the line according to individual customer needs.

BESTT PROFITS for you as a distributor or dealer are tops in the paint roller field because Bestt has always kept a just price structure. This means a FULL profit margin and an EXCELLENT return on your investment. You profit with Bestt's complete line whether you prefer Top, Middle or the Promotional line.

BESTT ROLLRS and the profitable "add-on" sale. There are BESTT ROLLRS for every market—"Do it Yourself" and the professional trade. BESTT helps you sell with National Publicity, Consumer and Trade paper advertising, Direct mail pieces—both consumer and painter, Catalog sheets, Wall Banners, Displays, Window Strips, Ad Mats and Merchandiser stands. These are included when you buy and sell BESTT.

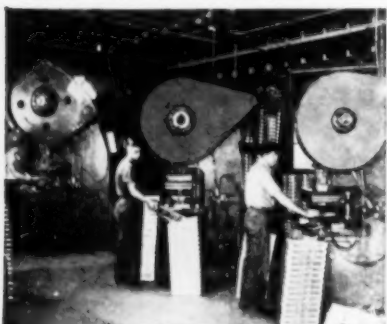
AGGRESSIVE DISTRIBUTORS and DEALERS!

Write for the complete Bestt merchandising package including catalogs and prices.

Name _____
Store _____
Street _____
City _____ State _____
Distributor _____ SH-1



Machine sewing on BESTT covers with strong nylon thread eliminates cover shrinkage, splitting seams or loose ends, preventing defects often found in covers that are just wrapped around without sewing.



To assure perfect quality, Bestt manufactures its own trays on this controlled battery of punch presses. Here each tray is blanked, drawn and trimmed for famous Bestt Rollrs.

FOND DU LAC ROLLER CORP.

Home of the FAMOUS BESTT ROLLRS
Fond du Lac, Wisconsin

call when the hunting seasons open.

How They Built Big Fencing Sales

(Continued from page 69)

in front of the store. At twelve-inch intervals, a gauge line is extended at right angles to the parent line and numbered one to 88. Each space indicates one foot. The material is unrolled over the parallel line and the numbered cross lines indicate the exact length the customer desires. Only the amount needed is unrolled from the bulk. When set free, the piece which has been cut off re-rolls itself unaided, ready for the customer to take away.

This method of measuring random lengths satisfies the customer. They can see the exact length called for, and often become skeptical of their measurements and increase the order from one to several feet.

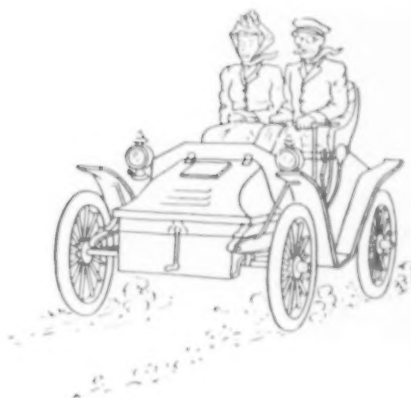
Hardware cloth, poultry netting, and power lawn mowers, are displayed along the front of the store. The canopy overhead has given sufficient weather protection to permit keeping power mowers on continuous display. Stephens was enthusiastic about the power mower display. "We sold 27 power mowers this season," he said. "That's a record for a rural hardware store in this vicinity."

Stephens reported that the outside display of fencing had been disturbed only once. The first year it proved to be too much of a temptation to Halloween pranksters, who transferred most of the merchandise to neighboring yards or left it in the street to obstruct traffic. But there was no loss as it was all rounded up the next day.

Nevertheless after the disturbance, steps were taken to avoid a repetition. Long 1½-inch carriage bolts were bent into a U shape with a space about 2½ inches between the legs. These were anchored into the concrete sidewalk a few inches from the building foundation and the U shape projected above the sidewalk surface about three inches. The anchors were spaced about 12 feet apart, or as dictated by entrance doors. A heavy chain is looped through the anchors and threaded through available openings in the merchandise. Finally the ends of the chain are padlocked. In this way each section of

50

1904-1954



YEARS



...of service to the Hardware, Farm Equipment and Auto dealer...The **FEDERATED** Man knows the special requirements of **YOUR** business.

**INSURANCE AT A SAVING FOR
BUSINESS, HOME and CAR**



IT'S GOOD BUSINESS TO SUPPORT YOUR ASSOCIATION

SOUTHERN HARDWARE for FEBRUARY, 1954

the display is held fast to the sidewalk.

Lee R. McNeely, Sr., is the fence specialist for the Burlington Hardware Co. He has had much experience in setting fences and his advice is influential in bringing in fence customers. He understands the problems of setting a fence on rolling or hilly land.

"A well-set fence is a good advertisement," said McNeely, "and we try to sell the material best suited for the particular land, and advise the customer as much as possible so he can build a good fence."

Repair Service Sparks Rural Appliance Sales

(Continued from page 70)

on the store's books for several months during seasons when farmers are short of cash.

"When selling an appliance," Landrum said, "we always stress the fact that we are ready to offer complete repair and parts service at all times. This guarantee has done the trick for us in completing

many a sale."

Appliances are sold in a separate section of the store adjoining the main sales area, the appliance department having its own street entrance as well as a door leading into the main store. The area of the appliance section is approximately 30 x 90 feet, allowing ample room for displaying the complete appliance line handled by the store.

Eupora's line of appliances periodically is advertised through 10 and 20-inch, two-column ads in the town's weekly newspaper. At present, refrigerators are the most popular item, accounting for about 40 percent of total sales. Ranges are next best sellers, with washing machines running third.

Usually, Landrum said, a farmer and his wife will make two trips—sometimes three—to the store before buying. "They will first visit all local appliances dealers to compare prices and quality and then return to the store where they feel they will get the best buy.

"For this reason, we hand all prospects a manufacturer's folder when they leave the store," Landrum said, "so that when they get home they can read about the ap-

pliances we carry and in which they are interested. Other types of appliances also are written up, which often arouses interest in some other one as well."

Though Eupora, a town of about 1500 people, has eight other appliance dealers, Landrum feels that his firm is doing a comfortable share of the rural appliance business in that area. Eupora Hardware, and its owner, Rufus Doolittle, intend to build and maintain its attractive service program and effective selling plan so as to offer further proof that even a village hardware store can "go to town" on major appliance sales.

Give Vacuum a Try

(Continued from page 72)

tank types outsell the uprights by a wide margin, the \$75 style leading the field. Twelve attachments are included with the higher priced models, eight with the styles in the lower price ranges.

Each vacuum is sold with an unconditional one-year guarantee, and here the store has capitalized

for **FEATURES** you want . . .
at a **PRICE** you want . . .

SEE **Flite-Master** . . . **COMPARE** **Flite-Master**
. . . and you'll **BUY** **Flite-Master**

Flite-Master PRODUCTS —

PLAYTIME TABLES
TEETEROUNDS
SANDBOXES
GYM SETS
SLIDES



Flite-Master
PRODUCTS
America's best
by test

Sold exclusively through Jobbers • Write for Free Colorful Catalog

CONSOLIDATED METAL PRODUCTS COMPANY • CINCINNATI 2, OHIO



EL-18
Electric



VS-20-4
Direct Drive



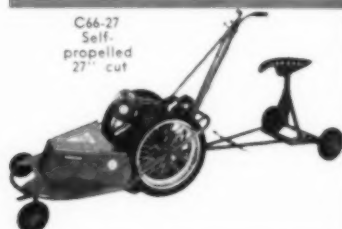
M3-20
Self-propelled



A2-20



B1-24
24" cut



C66-27
Self-propelled
27" cut



Mr. Dealer!

**America's Only
Complete Line of
ROTARY POWER
MOWERS**



**Place YOURSELF in the Yazoo
Profit Making Picture . . .**

Yazoo Rotary Power Mowers are designed as a challenge to all competition under any conditions.

PROFIT PLAN—Factory assistance on sales, merchandising and service.

FRAME—Long life steel and shock absorbing tubular construction.

ENGINES—Nationally accepted, service everywhere.

WHEELS—Heavy duty bicycle and industrial type.

BEARINGS—Highest Quality sealed where necessary.

BLADES—Solid, spring steel, full cutting edge.

DRIVES—Mechanically propelled or push models. Single and double belt or direct.

CUTTING HEIGHT—Quick, easy, homeowner adjustment.

PACKAGING—Completely assembled.

**WRITE TODAY FOR THE YAZOO DEAL
FREE CATALOG AND LITERATURE**

Yazoo
MANUFACTURING COMPANY

**16 MODELS
FOR . . .**

- HOMES
- ESTATES
- PARKS—PLAYGROUNDS
- SCHOOLS—COLLEGES
- CEMETERIES
- HIGHWAY DEPTS.
- HOTELS—MOTELS
- DRIVE-IN-THEATRES
- LIBRARIES
- INDUSTRIAL BLDGS.

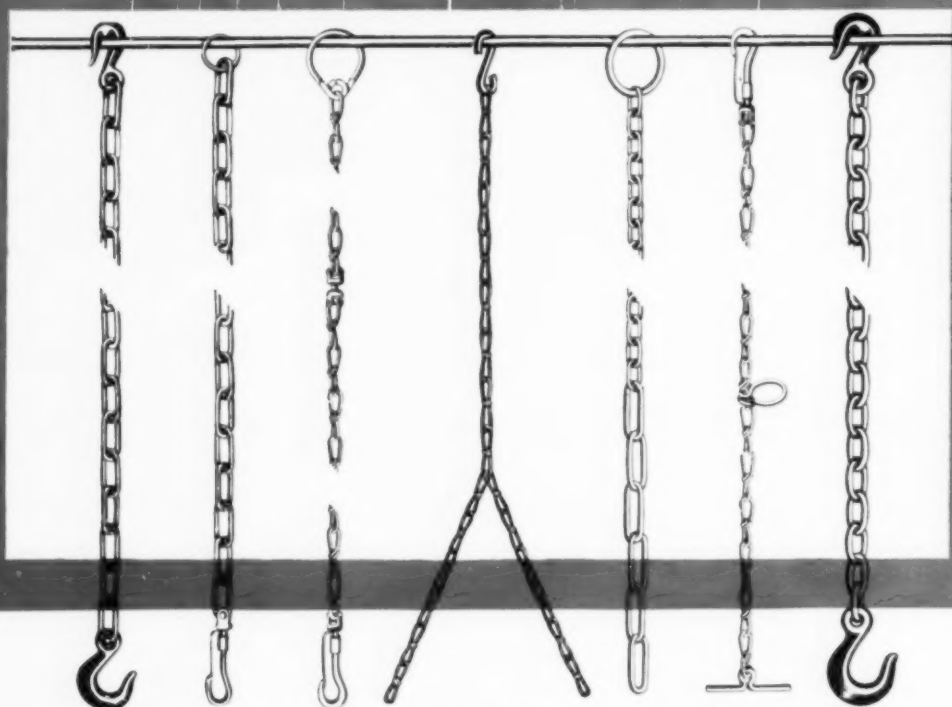
3607 LIVINGSTON ROAD

P. O. BOX 2477

JACKSON, MISSISSIPPI

HODELL CHAIN

for every farm use



UTILITY
CHAINS

HANDY
CHAINS

TIE-OUT
CHAINS

PORCH-SWING
CHAINS

TRACE
CHAINS

HALTER
CHAINS

LOG
CHAINS

There's a big market for quality chain on the farm. Be ready to supply this need from the full line of high-quality welded and weldless chain produced by Hodell. Have Hodell Animal Chains readily available on your counter for customers. Display Hodell Paillettes with Proof Coil and BBB Coil Chain in a convenient location, too.

You'll want full information on this line of chain, so write for your Hodell Catalog, today... and be sure to ask your distributor for Hodell Chain.



Hodell Paillettes are all-steel, re-usable containers... hold 100 lbs. of Proof Coil or BBB Coil Chain in four sizes. 300, 500, 1000-lb. barrels of Proof Coil or BBB Coil Chain also available.

HODELL CHAIN COMPANY, Cleveland 3, Ohio

Division of The National Screw & Mfg. Co.



FASTENERS



HODELL CHAINS



CHESTER HOISTS



A new JACKSON SENSATION!

It's the

JACKSON

**2-in-1
SPREADER-CART**



**Increase Your Sales With
This Brand New Profit-Maker**

You know the advantages of handling a popular, presold, fast-moving item. *This is it!* . . . the JACKSON 2-in-1 Spreader-Cart. Here is the unique piece of equipment that home owners, nurserymen, gardeners, etc. have been *waiting* for. It's a seeder and spreader, it's an all-purpose cart. Reactions to the introduction of the new Spreader-Cart have been most gratifying! And why not! This piece of equipment was designed to do a lot of work. Just look at these features:

The combination feature of the Spreader-Cart saves your customers dollars on their initial investment, saves storage space, and eliminates a considerable amount of time and effort in lawn and garden work.

As a *spreader*, its ample 3 cu. ft. capacity eliminates the need for frequent refilling—gives greater area coverage. With the spreader cover open (as when seeding), the cart can be used as a spreader for all kinds of seed and for pulverized, granular or coarse fertilizer. Easily accessible adjustment lever controls even flow of material.

With a flick of the wrist, the same cart can be used . . .

As an *all-purpose cart*. When the heavy-gauge spreader cover is closed, you have a flat-bottomed cart ideal for lawn, garden, or general work.

The Spreader-Cart is the newest addition to the already popular JACKSON line. Take advantage of the presold quality of JACKSON equipment. Popularity means profits, so increase your profits by stocking the JACKSON 2-in-1 Spreader-Cart.

**IT'S A SEEDER AND
SPREADER!**



With spreader cover back, the cart is a sturdy spreader for all kinds of seed as well as any type of fertilizer. Spacious capacity eliminates frequent refilling. Lever within easy reach of operator for adjustment while in motion. Baffleboard under hopper provides even distribution. Spreader Slide and Bearings are constructed of special alloy to prevent corrosion. The Oscillator Bar, an exclusive Jackson feature, reduces the tendency of lime or fertilizer to bridge.

IT'S AN ALL-PURPOSE CART!



Flip spreader cover down to form flat-bottomed cart or wheelbarrow. Made of extra heavy gauge steel—supports extremely heavy loads. Broad, rubber-tired wheels for easy moving of heavy loads without cutting into lawns. Designed for excellent leverage and balance.

Jackson MANUFACTURING CO.
HARRISBURG, PA.

VICTOR

"Molyflex"®

**means
money
for you!**



Every time you switch a customer to Victor "Molyflex" Blades, you make *four times the dollar profit* you make on regular blades. And don't forget the Victor No. 20 Frame!

And there are 6 other reasons why it pays to stock VICTOR...

1. For over 50 years, quality and uniformity have made them popular sellers.
2. They are consistently advertised, year in and year out.
3. They're profitable.
4. They're easy to sell, easy to re-sell.
5. They cut right, cut fast, cut easily.
6. They're sold only through recognized distributors.

Remember that "Molyflex" means money for you — remember that right down the line, with distributors, retailers and consumers, Victor Blades are the popular blades.

Ⓢ3098



SAW WORKS, INC. • MIDDLETOWN, N. Y., U.S.A.
Makers of Hand and Power Hack Saw Blades;
Frames; Metal & Wood Cutting Band Saw Blades.

on another selling point.

"We do not attempt to repair vacuums in our store," explained Jackson, "because to do so would require an extensive parts inventory and space for a repair shop. Instead, we send them to the factory in Memphis, where we always get them back in three days." If the store did its own repairing, of course, there would be times when a vacuum was out of service for one to two weeks due to lack of parts.

Although vacuum prospects do not put the store's selling machinery into high gear, all prospects, before they leave to give a vacuum a free trial, have their attention called to the ¼ horsepower motor which operates all of the units.

"I believe this motor is one of the vacuum's most important selling points," said a store salesman, "because it assures the prospect that the vacuum will have plenty of power and can do a thorough cleaning job. The motors on most standard types of vacuums are not even rated."

Most of the vacuums at Jackson Hardware Co. are sold on credit. Although three months is the average term for the installments, the store occasionally permits the purchases to be paid for over a longer period of time. This privilege is granted in instances where the customer is not able to make substantial monthly payments, but has a good credit rating with the store. All vacuum purchasers, however, pay a third down at the time of the sale. Jackson has been forced to repossess only a few units during the lengthy period he has been handling them. Furthermore, he has experienced little difficulty in obtaining installment payments. Credit terms are not stressed when selling the vacuums, the store preferring to sell the units solely on the basis of their quality and performance.

Year-around sellers though they are, vacuums have an upswing in sales during mid-winter and early spring. The spring sales boom, of course, is stimulated by spring cleaning activities, and is usually the greater of the two. From late November until Christmas, vacuums sell regularly as gifts. They rank among the store's most popular high-priced gift items and have proven one of the easiest to sell.

To stimulate the Yuletide market for vacuums, the company during late November and Decem-

AN ACTUAL LAWN RAZOR



RAZOR SHARP —
RAZOR BLADE EDGE

•
ELIMINATES
SHARPENING WORRIES —
USES ANY
DOUBLE EDGE BLADE

•
EASILY CUTS
CLOSE TO GROUND

•
PATENTED
SAFETY GUARD

With these terrific sales appeals, plus every home and camp owner being a prospect, the Lawn Razor is sure to make you a good profit.

Other appeals are — it is guaranteed, folds for easy storage, and is fully equipped with 9 double-edge razor blades.

To make your selling easy and to stimulate fast turnover, 6 Lawn Razors are packed in an attention-getting display carton. Each Lawn Razor, in this carton, is individually packed in a colorful package that tells a complete sales story — no other selling necessary. Just display them and they sell themselves.

Free descriptive folders and advertising mats available for your use.

Don't miss this chance for extra sales and profits, get complete details and order your supply of Lawn Razors from your jobber today.

• • •

A FREE HATHAWAY SHIRT to Mr. W. M. Roper, Roper Hardware Co., Cumming, Ga. Send us your shirt size. Also, free shirt to your jobber salesman who sells North Wayne Tools. Please send his name, company and address.

NORTH WAYNE TOOL CO.
Oakland 2, Maine

THE
MIRACLE
OF
No. 92 ^{T.M.}

IS RIGHT HERE



**IT'S ADJUSTABLE... IT LOCKS
IT CLAMPS LIKE A VISE**

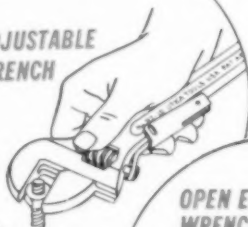
It's as far ahead among tools as the jet is in the air!

Does everything that the finest adjustable wrench will do. And, in addition, it's an open end wrench with universal settings and can be made to grip the work with a 100-pound, vise-like bite.

Available at once in 8", 10" and 12" sizes, with colorful, informative W-6 display shown at right.



ADJUSTABLE
WRENCH



OPEN END
WRENCH

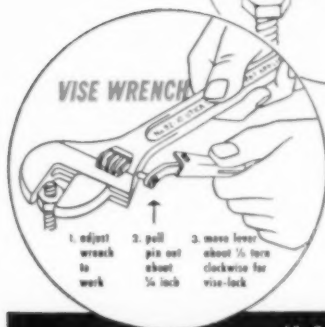
with LOCKING feature



To Lock:
Push here. Jaws
lock solidly.

To Unlock:
Push here.

VISE WRENCH



1. adjust wrench to work
2. pull pin out about 1/4 inch
3. move lever about 1/4 turn clockwise for vise-lock



DROP FORGE & TOOL CORPORATION

UTICA 4, NEW YORK

IN CANADA: ADLAM TOOL & SUPPLY CO., LTD., MONTREAL

IT PAYS TO SEE QUALITY TOOLS. AND THE WORLD'S BEST TOOLS ARE MADE IN U. S. A.



ASK
FOR THEM
BY NAME



The Name Clark . . . a 100 year old part of America's heritage, has always been known to be dependable . . . "For Greater Security Fasten Fast with Clark Fasteners."

Clark products are yours for dependability and yours for workability.

They work with you and work for you.

Uniformity of Quality and Finish have made the name Clark outstanding. For information write to 130 Canal Street.

Get Them from Your Local Jobber or Distributor



Export Dept.
25 Beaver St., N. Y. 4, N. Y.
Whitehall 4-4392

6-0-1



ber devotes a generous portion of its large weekly newspaper ads to the promotion of vacuums. Cuts, tied in with brief but effective copy, are used to tell the story of this lucrative sideline. Vacuums are prominently displayed in the store's appliance department throughout the year.

Vacuums have frequently proven valuable as leaders for the store, serving to attract new customers who later return to purchase major appliances, housewares or other items handled by the store. The vacuums have also helped to bring more women into the store and the free one-day trials have been instrumental in creating improved customer relations.

HARDWARE BUSINESS TRENDS

(Continued from page 34)

penditures showed only a slight gain. Retail sales in October and November continued high, but averaged one percent lower than in the second quarter. Sales in November were two percent higher than in October, according to the Department of Commerce, "with some firming in sales by the general merchandise group and furniture and appliance stores."

Sales by automotive dealers dropped more than usual, but those of food, apparel, and drug stores, and lumber, building and hardware dealers and service stations declined less than seasonal.

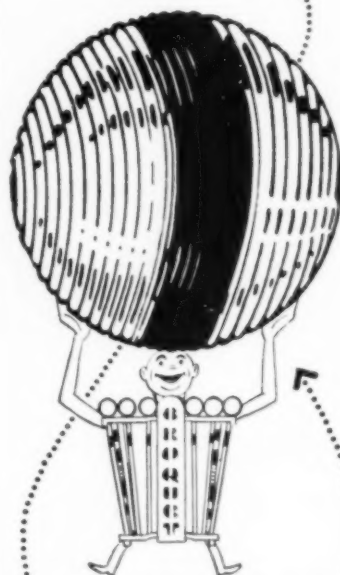
Farm Income off 4% in Eleven Months of 1953

FARMERS RECEIVED about 28.1 billion dollars from marketings in the first 11 months of 1953, four percent less than in 1952, according to the latest figures released by the Department of Agriculture. Cash receipts from livestock and products were about 15.6 billion dollars, down eight percent from the previous year. Crop receipts for the first 11 months were about 12.5 billion dollars, practically the same as in 1952.

Total cash receipts in November were around 3.4 billion dollars, seven percent less than in October,

MR. FAMILY-FUN SAYS—

ONLY SOUTH BEND CROQUET HAS A



K-NURLED and GROOVED BALL!

Color won't come out of groove. Balls do not mar as easily as smooth type, and their roll is straighter and more accurate. Made of seasoned rock maple.

13 models of South Bend Croquet fit every customer need!

Write for 1954 Catalog and name of nearest Jobber.

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.
Midwest—South Bend Toy Mfg., So. Bend, Ind.
Calif. & S. W.—Anderson Sales Company, 750 W. 10th Place, Los Angeles 15, Calif.
Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.

SOUTH BEND TOY MFG. CO.
Dept. 5H-2, South Bend 23, Indiana

CROQUET SETS • DOLL CARRIAGES—
Folding, Fibre, and English Coach •
DOLL STROLLERS • JUVENILE FURNITURE

*This is the world's finest
Plier Wrench*



PROMPT DELIVERY

FREE: Display
Literature
Mats

Snap-Lock DELUXE

No. 2610-10"

No. 2607- 7"

Are you offering it to your customers?

These exclusive advantages: SWIVEL JAW • JAW SIZE INDICATOR • FINGER-TIP LOCK RELEASE
Fits work. Holds tighter. Visual, on handle. Saves time. Saves hard pull to unlock jaws.

*Write "Snap-Lock"
in your want book*

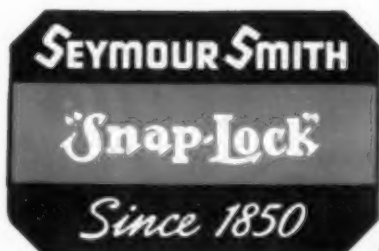
Your Seymour Smith distributor
has full information—or write us.



No. 610-10"

No. 607- 7"

Also Utility Pattern "Snap-Lock". Same locking principle,
same rugged construction but without exclusive features above.



Seymour Smith & Son, Inc., 44002 Main Street, Oakville, Conn.

Sales Representative: John H. Graham & Co., Inc.,

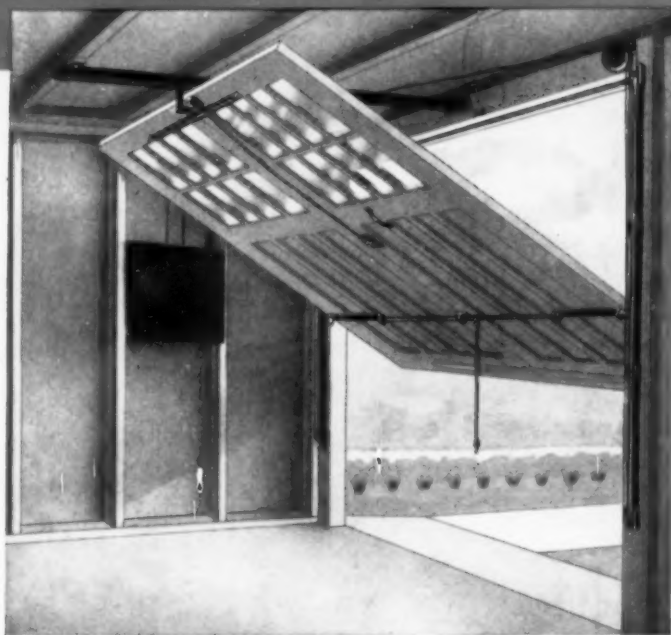
105 Duane St., New York 8, N. Y.

COBURN

SWING-OVER GARAGE DOOR HARDWARE

simple
installation

...easy
operation



means faster sales for you

The Coburn Swing-Over Garage Door Set is simple to install because it has few working parts—comes packaged with complete instructions and drawings.

Gravity actuated, it is smooth and effortless in operation because of its perfect balance—even a small child can easily operate an overhead garage door fitted with this set.

Painted an attractive gray, the Coburn Swing-Over Set blends well with any paint scheme—is adaptable to all types of garages for both new and remodeling jobs.

Add these advantages to its reasonable price and you have the answer why the Coburn Swing-Over Set gives you a big plus in sales appeal with the majority of today's homeowners.

Write for catalog and prices to Coburn Sales and Engineering, 56 Sterling Street, Clinton, Mass.



THE COLORADO FUEL AND IRON CORPORATION
Denver and Oakland

WICKWIRE SPENCER STEEL DIVISION
Atlanta • Boston • Buffalo • Chicago • Detroit
New Orleans • New York • Philadelphia

COBURN PRODUCTS

PRODUCTS OF WICKWIRE SPENCER STEEL DIVISION
THE COLORADO FUEL AND IRON CORPORATION



2051

but slightly higher than in November, 1952.

Cotton Exports to Increase in 1954

U. S. EXPORTS of cotton during the current season are expected to increase moderately above the 3,048,000 bales of 1952-53, according to the Department of Agriculture.

Meanwhile, the supply of cotton in the U. S. for the 1953-54 season is estimated at 21.9 million bales and disappearance is estimated at about 12.4 million. This leaves a carryover on August 1, 1954 of about 9.5 million bales, compared with 5.5 millions a year earlier.

CONVENTION DATES

Alabama Retail Hardware Association, annual convention and trade show, May 16-18 Headquarters, Admiral Semmes Hotel, Mobile, Ala., Secretary, Mrs. Euna G. Ramsey, 1006 Frank Nelson Bldg., Birmingham, Alabama.

Hardware Association of the Carolinas, annual convention, Feb. 23-25. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, Dwyane Laws, 118½ E. 4th St., Charlotte 2, N. C.

Florida Retail Hardware Association and Georgia Retail Hardware Association, annual joint convention, April 25-27. George Washington Hotel, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Missouri Retail Hardware Association, annual convention and trade show, Feb. 23-25. Headquarters, Jefferson Hotel, St. Louis, Mo. Secretary, Harry F. Scherer, 1189 Arcade Bldg., St. Louis, Missouri.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association annual joint convention, New Orleans, April 11-15. Headquarters, Roosevelt Hotel, T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., managing director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, New York, secretary, AHMA.

(Continued on page 100)

Cortland BRAND Wire Nails & Brads



They're packaged for your profit

• Nails and brads are one item every customer needs . . . yet seldom remembers to buy. Remind them to buy with a colorful counter display of Cortland Brand Nails and Brads. Because they're so conveniently packaged, these nails and brads literally sell themselves!

• Cortland Brand Nails and Brads are made to satisfy your customers. They have sharp points, true-formed heads. In addition, these tough nails and brads are accurately manufactured, uniformly finished.

• Packed in green packages for nails . . . yellow packages for brads . . . Cortland Brand Nails and Brads come clearly marked for weight, length and gauge. A complete stock of sizes, including 1/8 lb., 1/4 lb., and 1 lb. packages, takes a minimum of space.



• ORDER THEM TODAY

Increase your sales with Cortland Brand Nails and Brads in these colorful packages! Order them from your jobber.

FREE DEALER KIT



Make your store headquarters for Cortland Brand products with Wickwire's Free Merchandising Kit. Contains streamers, folders, newspaper mats. Send for it today.

WB

**Cortland
BRAND**

WIRE SCREENING WIRE NETTING
HARDWARE CLOTH NAILS & BRADS

WICKWIRE BROTHERS, INC., Cortland, N.Y.

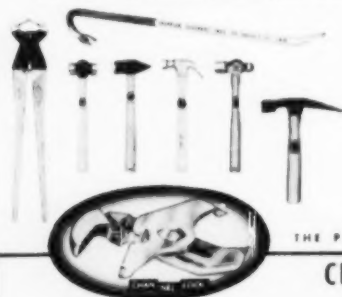
CAVERT & LIPSCOMB

Nashville, Tennessee

Dallas, Texas



HERE'S a quality line with real profit possibilities. To get the most out of it carry the **complete** Champion DeArment Channellock line. Millions of national magazine subscribers will read about the Channellock **line** every month... they are being told and sold. Use display boards, stock the full line... for real profit possibilities. You can sell more pliers than ever before when you feature the **complete** Champion DeArment-Channellock line.



THE PLIER DESIGN THAT OBSOLETE ALL OTHERS

CHAMPION DEARMENT TOOL CO.
MEADVILLE, PENNSYLVANIA

SHOCK-RITE

ELECTRIC FENCERS

... with the

"Klip-Off" ACTION!



**MODEL "80" 115 Volts, 60 Cycle, AC
MOST FOR YOUR MONEY!**

**SPARK UP SALES!
SELL THE FENCER FARMERS
ARE ASKING FOR!**



**Eliminates Nuisance Shorts
MODEL "90"**

115 Volts, 60 Cycle, AC. Wisconsin and Oregon approved. Built-in lighting arrestor and short indicator. Clips weeds off and is effective on dry ground. The best quality fence on the market.

**FIVE MODELS
TO CHOOSE FROM—
BATTERY and ELECTRIC**

IT'S SHOCKING... THE PROFITS YOU CAN MAKE IN YOUR 'CURRENT' SALES PROGRAM selling SHOCK-RITE ELECTRIC FENCERS. It's the perfect stock control, weed control, pasture control system farmers are turning to all over the country. SHOCK-RITE'S "Klip Off" action clips off weeds on contact without shorting out your fence wire... controls all stock by shock in any weather or soil condition. SHOCK-RITE is the only approved weed cutting fence controller made. Farmers are asking for it... you can sell them... and profit.

**ASK YOUR LOCAL JOBBER... or write for
our sales aid program.**

DEALERS WANTED!

SHOCK-RITE ELECTRIC FENCER, INC.

1329 Quincy St., N. E. Minneapolis 13, Minnesota

Tennessee Retail Hardware Association, annual convention, Feb. 21-24. Headquarters, Noel Hotel, Nashville, Tenn. Secretary, Morris Jones, Box 784, Nashville 2, Tennessee.

West Virginia Hardware Association, annual convention and trade show, Feb. 22-24. Headquarters, Daniel Boone Hotel, Charleston. Secretary, James C. Fielding, 1628 McClung St., Charleston, West Virginia.

HARDWARE INDUSTRY NEWS

(Continued from page 56)

tion.

The program was presented in Stratton & Terstegge's new building at 16th and Main street. The new building adds 137,000 square feet of floor space to present facilities and makes a total area of 131½ acres.

Melinder Joins Newton Line Co.

WERNER J. MELINDER has accepted the position of production manager of the Newton Line Co. of Homer, N. Y., manufacturers of fishing lines.

A former vice-president and production manager of the Horton-Bristol Manufacturing Co. during the 11 years before the company stopped operations in 1952, Melinder most recently was with the Wallace Barnes Co. division of Associated Spring Corp.

A native of Chicago, Melinder attended Northwestern University.



Werner J. Melinder



Styled by

Carl Christensen
Outstanding
Industrial Designer

**A HIT IN '53 -
A HOME RUN IN '54!**

Cooper *Cyclo-mo* **ROTARY POWER MOWERS** **18" and 20" Cut**

The COOPER Cyclo-Mo Trimmer Type Rotary Mower - an instant hit when introduced in '53 - now sets a new high in design and will surely make a "HOME RUN" for dealers in '54.

Improved design provides lighter weight, maximum safety, closer trim, contour cut with NO SCALPING, adjustable front grass chute eliminates windrowing or bunching, simple height adjustment from 1 1/4" to 3 1/4" permits the cutting of high grass or tough weeds, plus new Briggs & Stratton 4-cycle, easy starting engine for extreme flexibility and power. Truly "TOPS" in design, performance and safety.

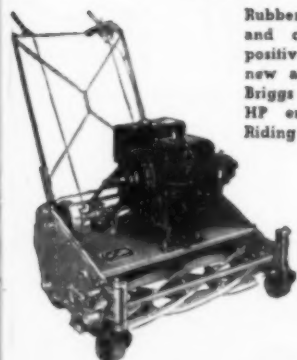


Specially designed blade and shroud has desirable leaf mulching action. Tubular type all-steel handle with large rubber grips stands up for easy and compact storage.

"Imperial"

27" ROLLER TYPE MOWER

Rubber covered steel roller and caster wheels. New positive reel adjustment and new all-steel welded deck. Briggs & Stratton 4-cycle 3.1 HP engine. Rubber tired Riding Sulk (optional equipment).



Nationally Advertised for '54 in

Saturday Evening Post
Better Homes & Gardens
American Home
Flower Grower
Sunset
American Cemetery
Park Maintenance
Farm Quarterly
Successful Farming

KLIPPER **REEL TYPE POWER MOWERS** **18" and 20" Cut**

Fully enclosed oversize Diamond chain drive. Oversize enclosed Timken reel bearings with automatic takeup. Tubular standup steel handle. Patented, positive action, non-wearing clutch. Simple, powerful, self-locking. Extra strong, zinc die cast alloy frame. Zinc die cast alloy pinions with hardened steel inserts. Patented "Quickset" height adjustment with a range of 1/2" to 2 1/4". Briggs & Stratton 4-cycle engines. Power driven weed cutter (optional).



Write or **WIRE** for literature, prices and name of nearest distributor.

COOPER MANUFACTURING COMPANY

627-629 South First Avenue
Marshalltown, Iowa

BUILT FOR THOSE WHO WANT THE BEST





**THIS...
IS THE MINNOW
BUCKET...**



GALVANIZED, 10-QT.

'LIFETIME' FLOATER... that sets

Just check the quality... compare the better designed lid and catch. Compare its seamless float. Compare its heavy galvanized steel construction that adds strength and unlimited durability. With trolley ring for greater adaptability. Yes, compare the G-10's all-round perfection. Then see... there's no minnow bucket to match its quality! Packed 3 to a carton.

**the HIGHEST
STANDARD
of
QUALITY
for the
ENTIRE
INDUSTRY!**



...this is the

OTHER FARIS LEADERS



'NO-ROLL' MINNOW TRAP
Will not roll in fast water. New designed entrance attracts MORE minnows. Hinged lid attached to trap. No loose parts to get lost. Compact and strong. Made of heavy galvanized steel wire mesh. Packed 12 to a carton.



MAGIC AIR FEEDER
10 qt. Fiber liner



TRANSPORTER
10 qt. Non-Floater



ON TOP WORM BUCKET



10 qt. Non-Floater

SEE YOUR JOBBER

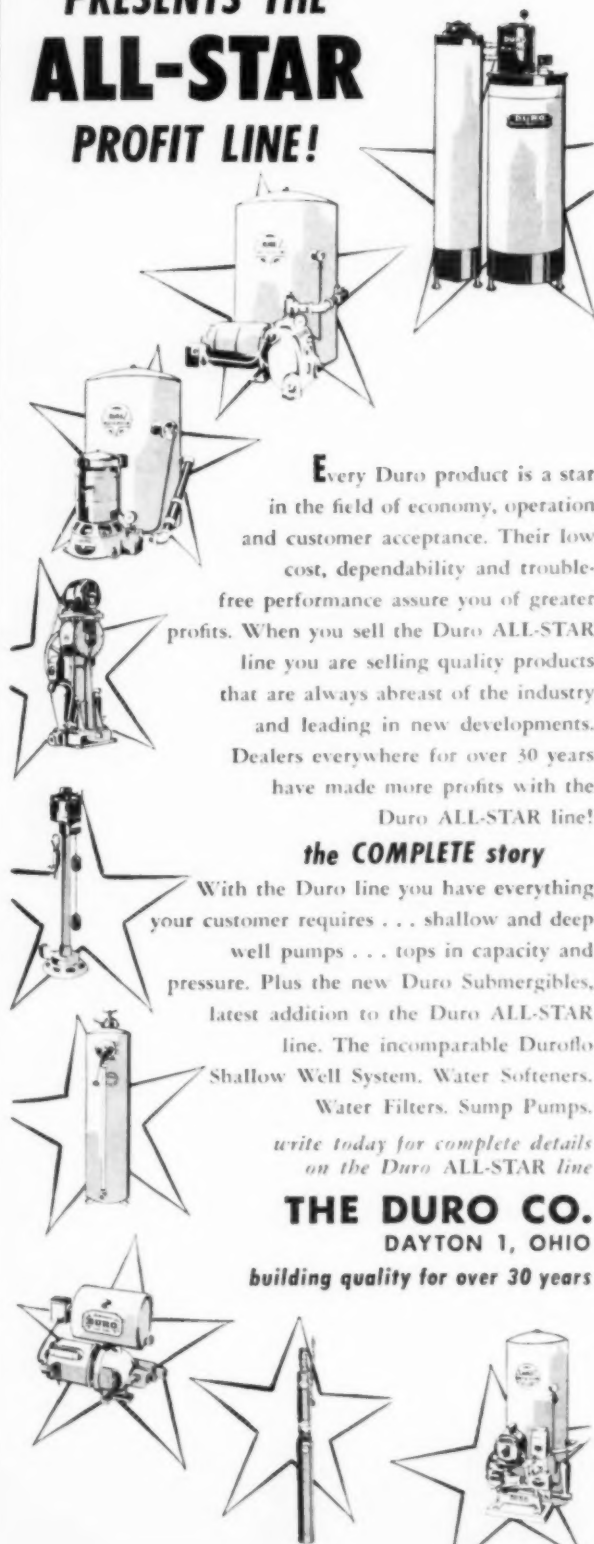
**MINNOW
BUCKET
TO SELL FOR
LEADERSHIP
in SALES!**

FARIS W. W. FARIS - MFG. CO.
2103 S. HANLEY RD. • ST. LOUIS 17, MO.

AMERICA'S FINEST MINNOW BUCKETS

DURO

**PRESENTS THE
ALL-STAR
PROFIT LINE!**



Every Duro product is a star in the field of economy, operation and customer acceptance. Their low cost, dependability and trouble-free performance assure you of greater profits. When you sell the Duro ALL-STAR line you are selling quality products that are always abreast of the industry and leading in new developments. Dealers everywhere for over 30 years have made more profits with the

the COMPLETE story

With the Duro line you have everything your customer requires... shallow and deep well pumps... tops in capacity and pressure. Plus the new Duro Submergibles, latest addition to the Duro ALL-STAR line. The incomparable Duroflo Shallow Well System. Water Softeners. Water Filters. Sump Pumps.

write today for complete details on the Duro ALL-STAR line

THE DURO CO.
DAYTON 1, OHIO

building quality for over 30 years

SUBSCRIPTION

ORDER

FORM

Use
this
handy coupon
for
entering
your subscription
to

Southern Hardware

Clip
and
Mail
TODAY!

W. R. C. Smith Publishing Co.
Department 10-H
806 Peachtree St., N.E.
Atlanta 5, Georgia

☐ New Subscription ☐ Renewal Subscription

enter
You may renew my subscription to SOUTHERN HARDWARE for 3 years.

Name _____

P. O. Box or
Street and No. _____

City _____

State _____

Firm _____

Position _____

Please Check:

Retail Hardware ☐

Wholesale Hardware ☐

Farm Implement Retailer ☐

Hardware & Farm Equipment ☐

Hardware & General Merchandise ☐

☐ Enclosed find \$2.00 ☐ Send bill for \$2.00

He and his family are now making their home in Cortland, N. Y.

John H. Graham Co. Vice-President Dies

GEORGE W. ECKHARDT, vice-president of John H. Graham & Co., Inc., New York, New York, died suddenly on January 1, 1954.



George W. Eckhardt

Eckhardt joined John H. Graham in 1937 as general sales manager and shortly thereafter was made vice-president. Prior to his joining this organization, he was executive secretary to the National Industrial Distributors Association.

Eckhardt started his career with Bindley and Co., then a wholesale hardware company in Pittsburgh, and during his career was associated with Henry Disston & Sons, Inc., and Miller Lock Co.

He is survived by his widow and a daughter, Mrs. Barbara Goodwin.

Murray Ohio Promotes Five on Sales Staff

FRANK J. HANNON, vice-president of the Murray Ohio Manufacturing Co., Cleveland, Ohio, has announced major advancements of five members of the company's sales department.

Ralph E. O'Brien has been named vice-president and general sales manager. Joining the sales staff in 1924, O'Brien was named assistant sales manager in 1936 and sales manager in 1949. He assisted in the company's transition from automobile stampings to the manufacture of juvenile wheel goods.

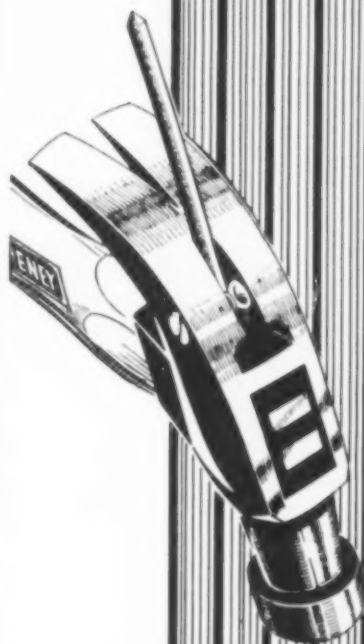
Other promotions are William

CHENEY

Nail Holding Hammers

The Hammer

Holds The Nail



Sales Representative
for the Eastern,
Mid-Western, Central
and
Far Western States
JOHN H. GRAHAM
& CO., INC.
105 Duane Street,
New York 9, N. Y.

Southern Representative
SANFORD BROTHERS
Chattanooga, Tenn.

HENRY CHENEY HAMMER
CORPORATION
LITTLE FALLS, NEW YORK

M. Hannon as sales manager, wheel goods division; P. J. Mulligan, sales manager, bicycle division; W. C. Keyes, sales promotion manager, wheel goods division, and Thomas S. Philbin, sales promotion manager, bicycle division.

Hannon, Mulligan and Keyes all joined the Murray Ohio sales staff immediately after service in World War II, and all three are graduates of Notre Dame University. Philbin joined the company in 1950 with a background of extensive experience in the field of bicycle sales.



Keyes

Philbin

O'Brien

Mulligan

Hannon

Sales Staff Promotions Announced by Cosco

SALES STAFF promotions were announced recently by Clarence O. Hamilton, general sales manager of the Hamilton Manufacturing Corp., makers of Cosco products.

Thomas R. Henderson has been appointed director of sales, household division, and will be in charge of all sales and merchandising activities in the United States and foreign areas. Henderson has been with the company since 1946, and has at various times served as sales correspondent, territorial repre-

sentative, assistant general sales manager, and more recently as sales manager of the household division.

Arthur F. Kimberley has been appointed eastern sales manager,



Henderson

Kimberley

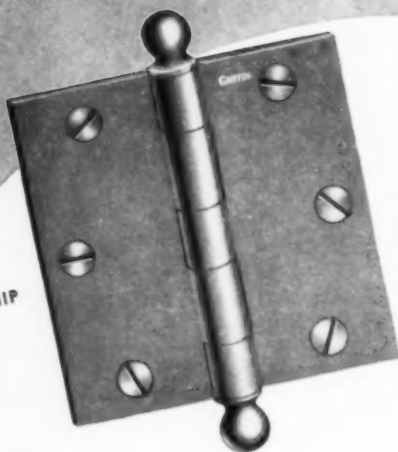
household division, in charge of the nine territorial representatives and their activities in the eastern half of the United States. He has been a member of the Hamilton sales staff since 1947. Formerly the New York City representative, he has for the past year been assistant sales manager of the household division.

William O. Cheever has been appointed assistant to Kimberley. He served as employment manager for the company from 1944 through 1947, when he left to enter the teaching profession in California. He returned to the company in 1950 as a sales correspondent.

WHEN YOU SELL GRIFFIN . . . YOU SELL

QUALITY

LONGER WEARING
CONTROLLED QUALITY
CAREFULLY PACKED
LONGER LASTING FINISH
HIGHEST QUALITY STEEL
EXPERT CRAFTSMANSHIP



Griffin Butts are Quality Butts . . . produced from highest grade steel, carefully rolled in our own plant and finished by expert craftsmen. You can be sure of satisfied customers when you sell them any items in the Griffin line of fine builders hardware.

For more than a half century Griffin has been producing fine products. That experience assures you of the best. Sell Griffin . . . and you sell Quality.



GRIFFIN



Every DOOR NEEDS THREE
MANUFACTURING COMPANY

ERIE • PENNSYLVANIA REPRESENTATIVES

WILBUR H. DAVIS
1639 W. Fargo Avenue
Chicago 26, Illinois

GEORGE A. GREGG
17134-6 Wyoming Avenue
Detroit 21, Michigan

THE B. S. ALDER COMPANY
45 Warren Street
New York 7, N. Y.

C. L. LEWIS
2450 17th St.
San Francisco 10, Calif.

WALTER S. JOHNSON & SONS
917 St. Charles Avenue
Atlanta, Georgia

R. F. BEVERS
4524 East 60th Street
Seattle, Washington

L. G. FULLER & SONS
P. O. Box 2113
Jackson 5, Miss.

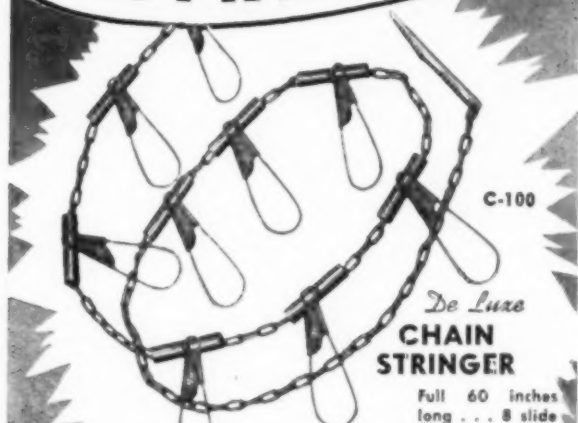
HARVEY D. RUSH
4638 Nichols Parkway
Kansas City, Missouri

H. C. GLOVER
2611 Garrison Blvd.
Baltimore 16, Maryland

ROY L. ROGERS
1629 Garfield Street
Denver 6, Colorado

W. C. MEIBAUM & CO.
6954 Oleatha Avenue
St. Louis 9, Missouri

Frabill's Chain STRINGERS



C-100

De Luxe CHAIN STRINGER

Full 60 inches long . . . 8 slide hooks with extra end



C-60

hook. Welded link . . . cadmium plated. Hooks of high tension steel.

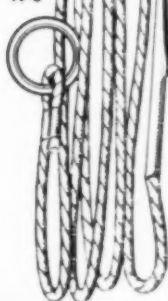
String'em CORD STRINGER

Full length . . . welded link . . . cadmium plated. 9 fixed safety snaps with center swivel for rotary action.

String'em CORD STRINGERS

Made from No. 4 hard braided Mason line. Ring and needle of non-rusting steel. Four sizes . . . 4, 6, 9, 12-ft. lengths. BL series same except for brass spike and ring.

N-6



6 in 1 Cord Stringer

The stringer with SIX DISTINCT USES:

1. Fish Stringer
2. Hook Disgorger
3. Fish scaler
4. Measuring Rule
5. Bottle Opener
6. Screw Driver



S-6

FRABILL Manufacturing Co.

234 W. Florida St., Milwaukee 5, Wis.

look at this
EVANS packaging



25-50-75-100 ft. LONG

the biggest SELF-SELLING
EXTRAS
ever offered

Every single tape packed in an irresistible crystal-clear plastic utility case! PLUS—rich metal-edge carton that is a display in itself! And in each "White-Tape"—more quality extras than in any tape at any price! Yet Evans "White-Tapes" still start at a sensible \$3.49 list price.



EVANS Pocket "WHITE-TAPES" 12 ft. L-O-N-G
6, 8, 10 and NOW *Exclusively*

Another outstanding EVANS EXTRA! Each EVANS Pocket "White-Tape" in clear Tenite utility case. 1-dozen assortment carton becomes a counter display. Inside . . . a special display for one each 6, 8, and 10 ft. tapes, and three extra display cards for individual tapes.

Evans & Co.

410-416 TRUMBULL ST., ELIZABETH, N. J.

HARDWARE

NEW PRODUCTS

AND SALES PROMOTION AIDS

Lawn-Boy Power Mower

The new 18" Lawn-Boy rotary power mower for 1954 features a die-cast aluminum housing with enamel finish, reducing its overall weight to 37 pounds. Staggered front wheels assure contour cutting even on the hilliest lawns, the manufacturers state; side trim slot permits trimming to within $\frac{3}{8}$ " of obstructions and front discharge sprays clippings away from the operator without forming windrows.

Other new features include a 45 cubic inch kidney-shaped muffler that is die-cast as an integral part of the housing. New handle brackets permit the handle to be attached or



detached in a matter of seconds without tools. Height and length of handle are designed to keep the operator at a safe distance at all times.

The Iron Horse engine is designed exclusively for RPM mowers and is a 2-cycle, $1\frac{1}{2}$ h.p., direct drive, made of die-cast aluminum parts.

The Lawn-Boy line for 1954 includes a 17" electric model, an 18" economy model and a 21" model. RPM's new pulverizer leaf mulcher attachment is available for all gas-line-powered models.

RPM Manufacturing Co.
Lamar, Mo.

"Hang-A-Bit" Rack

A new "Hang-A-Bit" rack which holds 13 auger bits is being introduced by Irwin through their February and March national consumer advertising as an addition to their line-up of dealer sales helps for 1954.

Officials pointed out that the intro-



ductory advertising offer of \$1.00 postpaid from the factory is only a preliminary market test for its new rack. It will be offered to the trade to retail at approximately 98 cents if consumer acceptance proves strong enough to actually increase sales for dealers.

A special letter will be mailed to consumers who accept the test offer and will urge consumers to see their independent hardware dealer for any individual sizes needed to complete the set of 13 bits which the rack is designed to hold.

Patented steel clips individually and firmly hold the set of bits in place. Size markings are included for easy selection of each bit, $\frac{1}{4}$ " to 1". Racks are easy to mount and require little space.

Irwin Auger Bit Co.
Wilmington, Ohio

Packaged Sash Cord

Hardware stores are now selling coils of Samson Cordage Works' standard products in new red, white and blue cartons. These hexagon cartons contain coils of Spot, Phoenix, Aetna and Sachem sash cords in



sizes six, seven and eight packed 1500 ft., 1200 ft. and 1000 ft., respectively.

The manufacturers state that besides stimulating extra sales, these cartons keep the cord clean and make it simple to display. There is a tally sheet on each carton that can be used to show the quantity of cord remaining.

Since these cords, according to the manufacturers, will not ravel or kink and will tie easily, they are all-purpose cords of dependability and durability.

Samson Cordage Works
89 Broad Street
Boston 10, Mass.

Home Food Slicer

Newest addition to the Spico line is the Multi-Slicer, designed to fit and enhance any kitchen, counter or table in the home. Multi-Slicer cuts any food that can be sliced, and the steel



razor-sharp blade is quickly adjustable to cut shaving-thin or slab-thick slices. A strong metal clamp fixes the slicer rigidly in place, yet cannot mar any surface.

The Multi-Slicer is made of sturdy, reinforced plastic, and is a deep-red color with ivory white handle. It cleans with a wipe, features a fold-up food shelf which saves space and provides protection when the slicer is not in use. Size: $9\frac{1}{2}$ " wide, 14" long, $8\frac{1}{4}$ " high; sells for \$14.95.

Spico Industries
674 South Van Ness Ave.
San Francisco, Calif.

Sell more lines!



SUNSET'S SILENT SALESMAN

Always on the job for you!

FREE

Merchandising unit with any of these standard assortments*



FLEXON SOFT MONOFILAMENT

1/2 dozen 4 lb., 1 dozen 6 lb.,
1/2 dozen 8 lb.
ASSORTMENT #FMU . . . \$30.40



SURF KING NYLON SQUIDDING LINE

1/2 dozen 27 lb., 1 dozen 36 lb.,
1/2 dozen 45 lb.
ASSORTMENT #SKMU . . . \$36.30



CASTMASTER NYLON CASTING LINE

1/2 dozen 12 lb., 1 dozen 15 lb.,
1/2 dozen 20 lb.
ASSORTMENT #CMU . . . \$32.70



SEA BRAID NYLON TROLLING LINE

1/2 dozen 27 lb., 1 dozen 36 lb.,
1/2 dozen 45 lb.
ASSORTMENT #SRMU . . . \$36.60



SPINNER BRAIDED MONOFILAMENT

1/2 dozen 4 lb., 1 dozen 6 lb.,
1/2 dozen 9 lb.
ASSORTMENT #SMU . . . \$50.20



PERFECTION LINEN CUTTYHUNK

1/2 dozen 9 thread, 1 dozen 12 thread,
1/2 dozen 15 thread
ASSORTMENT #PMU . . . \$36.30

List Prices Shown Above Subject to Trade Discounts

*Unit will hold any spooled Sunset Line from 2 to 110 lb. test — dispense quickly, with no tangles, up to six connected spools of either fresh or salt water line.

There's a Sunset Line for every fishing need

SUNSET LINES PETALUMA, CALIFORNIA
FLORENCE, ALABAMA

SOUTHERN HARDWARE for FEBRUARY, 1954

SMALL IN SIZE...

BIG IN FEATURES

with super pulling power
for smooth positive action

retail price **70¢**



catch



strike

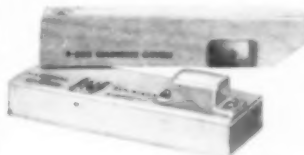
easy to install . . .
no moving parts

R222

MAGNETIC CATCH by NATIONAL LOCK

Here's a new item with remarkable profit opportunities. Strong magnetic power closes door quickly, securely, silently . . . at a gentle push. Steel and aluminum inner parts housed in attractive, sturdy tenite. Packaged in handy box with clear acetate slide cover. Box contains catch, strike, necessary screws for installing.

FREE demonstrator . . . only 6-1/4 x 2 inches



Assortment consists of 2 dozen R222 Magnetic Catches with a list price of \$8.40 per dozen. Compact, space-saving demonstrator is provided FREE with this assortment. Helps you sell.



Distinctive Hardware . . . All from 1 Source

NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division

HERE IT IS!

The freezer with
the features
most wanted
by your customers



PEERLESS Super Value FREEZERS

Famous Peerless triple-action freezing for smooth-textured, delicious ice cream. Fast, easy action — smooth running — totally enclosed gears. A quality freezer throughout. Biggest value in Peerless Freezer history. Check your stock and order today.

Ask for "See-the-Action" Can Cover now available free of charge to retailers of the Peerless line of ice cream freezers. It is a tried and proven sales aid. Will help increase your sales and profits. Be sure to have one included with your freezer order.

Note these PEERLESS FEATURES!



The **PEERLESS FREEZER Co.**
WINCHENDON, MASS.

Fishing Line Catalog

The 1954 Newton dealer catalog features a new format designed to enable dealers to more easily locate a particular line. Descriptive matter is short and to the point with an easy-to-read "list" of consumer prices, making the catalog useful at the counter in helping a customer choose a line.



Scheduled for mid-winter mailing, the catalog, according to the announcement, will be in the hands of dealers in time for study and purchasing before the jobber salesman calls.

Newton Line Co., Inc.
Homer, New York

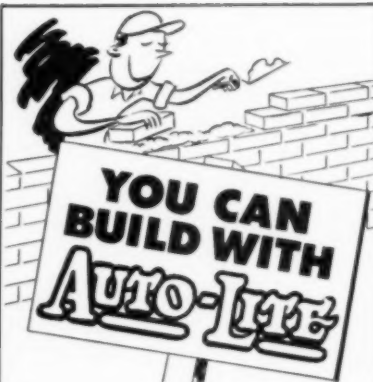
Magnetic Catch

In introducing a new magnetic catch, R222, the National Lock Co. announces that this catch has a magnetic power which holds a door securely shut, yet allows the door to be easily opened by hand.



Steel and aluminum inner parts are contained in tenite housing, and this catch is mounted on inside of cabinet. It is packaged in a slide box which contains catch, strike and necessary screws for installing.

National Lock Co.
Rockford, Illinois



Yes . . . you can build sales volume and customer good will by featuring Auto-Lite Carbide Sportsman's Lamps this Fall . . . the first choice in the South since 1914. Start building your lamp business today by ordering these four popular Auto-Lite models from your wholesaler now!

115 MODEL
Furnished with 4" ribbed reflector. Burning capacity 4 hours. Rust-proof construction. Rubber Bumpergrip protects bottom. Strong wire brace.



107 MODEL
7" plated reflector. 4 hour capacity. Patented Ball Dropper insures steady, even flame at all times. An all-purpose lamp.

117 COMBINATION
Consists of 115 Model Auto-Lite Lamp with a sturdy brown cloth adjustable hat with metal attachment. A real special this year.



875 MODEL
Will burn 6 hours on one full charge of carbide and water. Furnished with 7" plated reflector and convenient folding handles. Ideal for camping.

Contact your jobber today or write us for an illustrated catalog and the name of your nearest wholesaler.

**UNIVERSAL
LAMP CO.**
Springfield, Illinois

**GREATEST
can opener
promotion ever!**

buy 3 each of these



#507 CAN OPENER
CADMIUM FINISH
RETAIL \$2.49



#607R W-Y MAGNETIC
CAN OPENER
BAKED ENAMEL FINISH
RETAIL \$3.98

#607 MAGNETIC
CAN OPENER
CADMIUM FINISH
RETAIL \$3.49



#1400RM WM-YM
AUTOMATIC-MAGNETIC
BAKED ENAMEL
RETAIL \$4.98

**and you get
a SWING-A-WAY
ice crusher
FREE!**



**make an extra
\$6.95 profit
YOUR DISCOUNT...OVER 48%**

This extra special 'dealer bonus' offer begins February 1 and ends March 31. You buy 3 each of our 4 most popular Can Openers, and you get a \$6.95 **SWING-A-WAY** Ice Crusher absolutely free. The retail value of this offer is \$51.77. Your cost is only \$26.89. Your discount...over 48%. If your store is not featuring **SWING-A-WAY**, why not start now? Get the satisfaction of knowing you sell the best.



**CALL YOUR JOBBER OR WRITE:
SWING-A-WAY MFG. CO.**

4100 BECK AVENUE • ST. LOUIS 16, MISSOURI

SOUTHERN HARDWARE for FEBRUARY, 1954

**You Make a
Higher Profit
on Every Sale!**

... when you sell

Duxbak

HUNTING & OUTDOOR CLOTHES



Sheds water like
a Duck's Back

You earn more money with Duxbak. That's for sure. Duxbak sells at a higher price—therefore, your return is greater.

And Duxbak *does* sell. For half a century now, Duxbak garments have proved that their higher initial outlay pays off in years' longer wear, greater comfort, more lasting protection against wind, water and cold.

It is a fact that Duxbak costs your customers less in the long run. Guides and field-and-stream experts tell them so. Duxbak's broad national advertising tells them so. Logic tells them so. You tell them so and you'll make a quick sale!

Outsells because it Outlasts!

For example, Duxbak 04 Coat is made of two layers of Duxbak cloth except under the arms. This makes it **SIX TIMES** more water-resistant than ordinary single-thickness army duck clothes. Special processing provides a tighter weave...strengthens the cloth...helps Duxbak "wear like iron." Even in the sewing—10 heavy-thread stitches per inch—Duxbak tailoring assures longer hard usage.

Complete line includes clothes for every climate and cover...in duck, wool, light-weight Aero and Montana cloth. **DUXBAK SELLS DIRECT TO YOU.** Mail coupon for dealership facts.



Style 04
Duxbak Coat



Style 71
Trousers



Style F
Hat-Cap

UTICA DUXBAK CORP.

Dept. 23, Utica, N. Y.

Rush full details on your profitable Duxbak dealership.

Name _____

Address _____

City _____

Zone _____ State _____

Johnston Gasoline Rotary

The new Johnston gasoline rotary power mower features a cast aluminum-alloy housing that provides extra strength without excess weight, the manufacturers have announced.



Both the 18-inch and 20-inch models are equipped with the 4-cycle engine and include free leaf mulcher attachments. An adjustable discharge chute sprays the cut grass away from the operator.

As an added safety feature, the cutter bar is recessed approximately one-half inch up in the housing. Cut-

ting knives are ground on both edges to increase the normal cutting life, can be easily removed for sharpening or replacement and are safety-locked in position.

The new rotary will supplement the 1954 Johnston line, which includes the Johnston Lawn Patrol reel-type power mower and the Johnston premium-quality all-steel hand mower.

Johnston Lawn Mower Corp.
Brookhaven, Mississippi

Salt Water Line

Daycronite is the name of a new high-tenacity, salt water squidding and trolling line made of DuPont Dacron, and said to be over 20 percent heavier, with small diameter, low water absorbance, high knot



strength, less stretch, and is stronger wet than dry.

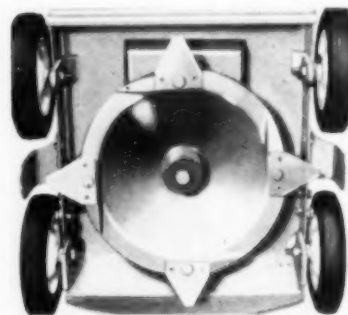
Daycronite comes in tests not exceeding 12-20-30-50-80 and 130 lbs. The spools are packaged in a translucent "treasure chest."

Rain-Beau Products Co.
Sealand, Inc.

1954 Power Mowers

Three new rotary power mowers and a new reel-type power mower have been added to the Jacobsen line for 1954. These are the 18-inch model 18M and 20-inch models 20M (manually operated) and 20SP (self-propelled). Outstanding feature of these rotary mowers is the cutting unit, known as the suction lift rotor (shown).

This rotor is a formed steel disc on which four replaceable cutting blades are bolted. Blades are pitched to provide maximum lifting action to assure a smooth cut and suction also tends to draw grass in from the sides giving a closer trim. When used with a leaf mulcher attachment which is available for all three models, the new rotor lifts and holds leaves in suspension while the four cutter knives grind them to a fine mulch.



Manufacturers state the mowers have a doubly high cutting frequency, and that the precisely balanced disc produces a flywheel action which carries the machine through sudden overloads.

An 18-inch electric and two heavy-duty models—the 31-inch and 37-inch—round out the rotary line.

The new Pacer is a 21-inch reel-type mower for the average size suburban lawn. It has an automatic recoil starter and a pressed steel frame.

Other reel-type models are the 21-inch Lawn Queen, the 21-inch rear-drive Manor, the 24-inch Estate 24, the 26-inch Lawn King, and the 30-inch Park mower. The professional 30-inch Leaf Mill and the 16-inch Rotary Snow Plow complete the line for 1954.

Jacobsen Manufacturing Co.
Racine, Wisconsin

ALWAYS LOOK TO...

MIDWEST

for money-making ideas!



SNIPS

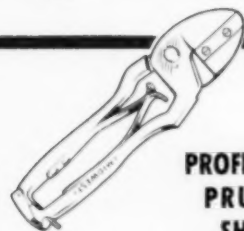
Guaranteed More Work With Less Fatigue

Compound Lever



SNIPS

Far Better... By Actual Work Tests



PROFESSIONAL PRUNING SHEARS

Fully Hot Forged Pass Thru and Anvil Types



FREE Money Making Display Rack, No Charge With 12 Popular Snips, Retailing at \$23.00.

Call your wholesaler - or write

MIDWEST

Tool and Cutlery Co., Sturgis, Michigan

WRIGHT



HARDWARE CLOTH . . .

every wire round
and true to gauge
. . . uniform mesh . .
free from bulges
. . . straight selvage
. . . heavily and
brightly galva-
nized the Wright
way. A Wright
product all the
way from rod to
you.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

Southern Representatives:
D. C. HORNIBROOK LAWRENCE J. BALDWIN & SON
E. L. HORNIBROOK 304 Carondelet Bldg.
Box 176, Avondale Estates, Ga. New Orleans 12, La.

CELEBRATING OUR 150TH ANNIVERSARY 1804-1954

FITLER

A ROPE FOR EVERY NEED

"WATERPROOFED"



Manila Rope Fishing Rope
Lariat Rope Sisal Rope
Transmission Rope

For your protection when buying rope look for the Blue and Yellow Registered Trade Mark on the outside of all Fitler Pure Manila Rope.

THE EDWIN H. FITLER CO.

New Orleans 17, La. Philadelphia 24, Pa.
SOLD BY DEALERS EVERYWHERE

you'll make **\$10¹⁰**

**PROFIT
per sale!**

"WEED CHOPPER" Model Illus.



**. . . and many dealers report
\$500 to over \$1,000
YEARLY GROSS!**

Selling International Electric Fencers has opened many a hardware man's eyes! A product *worth* selling—with a large profit per sale and an annual "take" that's terrific for a single item!

It's the combination that's doing it. More and more farmers are turning to electric fencing, and *preferring* International Electric Fencers as the best performing, most advertised, and by far the largest selling brand!

Let us send you facts and figures. A story in plain pocketbook language as to why you should be an Authorized International Electric Fencer Dealer. Mail coupon below today! 1954 will be an even greater, golden year for International Electric Fencer Dealers!

The Sure



to control your
Stock

**International "WEED CHOPPER"
ELECTRIC FENCER**

(Also Battery Operated and
Combination Models)

R. E. ZIMMERMAN & SON • Factory Distributor
P. O. Box 5115, Tate St. Station, 1025 Willowbrook Dr., Greensboro, N. C.
Without obligation, send us complete DEALER INFORMATION on
International Electric Fencers.

Firm _____
Street _____
City _____ Zone _____ State _____
Date _____ Signed by _____

Now!

SUPER-IMPROVED

NEW LOK-BLOK HANDLE CONSTRUCTION—

**TWIST AND IMPACT
PROOF... Another
Outstanding and
Exclusive Feature...**

PLUS Chrome-plated Satin-
finish Blades ★ Super-
tension Gripper Fingers
★ Blades Finest Chrome
Vanadium Steel ★
Hand Ground Bits
★ Unbreakable,
Insulating
Handles

Pat'd.

Gripper Recedes
Deep Into Handle,
giving full
blade use

Exclusive TM
LOK-BLOK
(Pat. Appl'd. For)

Models for Slotted and
Recessed Head Screws
Specially Designed
Bit Fits Both Recessed
Head Types

HOLD-E-ZEE[®]

**The Original
Automatic Grip
SCREWDRIVERS**

ORDER THRU YOUR JOBBER

UPSOM BROS., INC., Rochester 14, N. Y.

Garden Coasters

The new "Tulip" garden coaster (as pictured) is designed to hold a glass at lawn chair level by a "stem" support which is inserted into the ground at the convenient spot. The green leaves brace the stem firmly



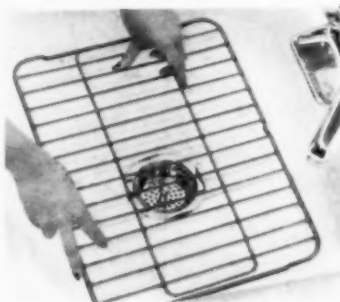
against the turf. The petal cups which hold the glass are in three colors: red, yellow and white. Stem and leaves are green. Stems are of rust-resistant steel and all paint is baked enamel. Total height: 22 1/2 inches.

The coasters are packaged in sets of four in re-inforced cartons, and retail at \$3.98.

William T. Lazar
Briarcliff Manor
New York

New Sink Rack

Newest product of The Wooster Rubber Co. is the Rubbermaid Sink Rack, which is being manufactured in two sizes to fit either single or twin sinks. The smaller size will retail for \$1.29, the larger for \$1.49. The rack, which is raised 3/4" from the sink bot-



tom, is designed to serve a dual purpose in preventing dish and crystal breakage during dishwashing and in providing a handy base for washing and rinsing dishware and foods. Colors: yellow or red.

The Wooster Rubber Co.
Wooster, Ohio

Tapatco
TRADE MARK REGISTERED U.S. PAT. OFF.
HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco
TRADE MARK REGISTERED U.S. PAT. OFF.
TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

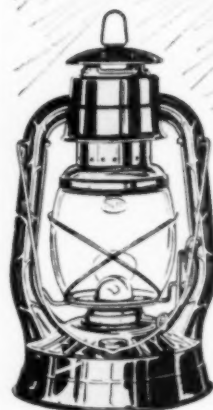
See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

**BAD
WEATHER**

means
**GOOD
SALES
of
DIETZ
LANTERNS**



**DIETZ
LANTERNS**

**KEEP AN AMPLE
SUPPLY ON DISPLAY--
For Every Need and Emergency**

R.E. DIETZ COMPANY
EST. SYRACUSE 1, N. Y. 1840
OUTPUT DISTRIBUTED THROUGH THE JOBBING TRADE EXCLUSIVELY

Schneider "Lawn Beauty"

Schneider Metal Manufacturing Co. is entering the field of home lawn equipment with a new spreader, the "Lawn Beauty." This spreader, they state, features a new type patented cam action agitator with scores of "pushers" that force the fertilizer or seed through scientifically shaped apertures or ports at exactly the rate wanted, and also a new patented control handle which allows the feed to be shut off with a twist of the wrist.

A full view rate-control dial can be set to feed fertilizer or seed in accordance with directions. It spreads all types and brands of lawn and field fertilizers, as well as the finest

grass seeds.

The hopper is of all-welded, heavy gauge steel with baked enameled finish. The spreader has a hot dipped galvanized agitator; large heavy duty rubber tired wheels on oil-impregnated bearings, and twin legs to prevent tipping while filling. The shutter is easily removed for cleaning and the entire spreader can be cleaned with a garden hose. The "Lawn Beauty" is available now in the 18" width which holds 35 pounds of fertilizer and the 24" width which holds 50 pounds. Thirty-six" and 48" width hoppers with correspondingly large capacity will be available soon, according to the manufacturers.

Schneider Metal Manufacturing Co.
1805 S. 55th Street
Chicago 50, Illinois



Molded Plastic Clamp

The Carlon Products Corp. announces a new molded plastic clamp which is used to effect a tight, permanent seal when sections of flexible plastic pipe are connected by means of insert couplings, tees, ells and adapters.

The clamp is molded in two separate threaded sections. Butted against a shoulder at the base of the female

threads in one half is a synthetic gasket with a V-shaped groove. When the other half of the clamp is screwed down onto this gasket, it is forced against the pipe. Consequently a full 360° pressure is exerted on the pipe to make it grip the insert fittings tightly.



This new clamp makes possible the installation of completely plastic pipe lines, the manufacturers state, and eliminates deterioration from rot, rust and electrolytic corrosion. It is produced in sizes for 1/2, 1, 1 1/2, 2, 3, 4 and 6-inch plastic pipe, is tightened by means of a strap wrench and can be removed and reused when pipe installations are changed.

Carlon Products Corp.
10225 Meech Ave.
Cleveland 5, Ohio

Your best seller...

Super U S HEXLOK POULTRY NETTING

with the **red,**
white & blue

COLOR STRIPE

ATTRACTIVE DISPLAYS are easier and more effective! SUPER U S HEXLOK is stronger, more rigid with the Lock-Twist weave. It lays flat, stretches easier and better, lasts for years! GALVANIZED before and after weaving in 1" and 2" mesh No. 20 wire. Compact, even-end rolls in all standard widths each contain 150 linear feet. Ask your jobber!

MFD. EXCLUSIVELY BY

INDIANA Steel & Wire Co., Muncie, Indiana



You'll do better with WOODRUFF lawn seed

Southern Evergreen—a superior mixture particularly adapted to the sunny south.

Southern Shady—provides a thick green cover in shady areas where grass is hard to grow.

Feature Woodruff Lawn Seed for quicker and more profitable turnover.

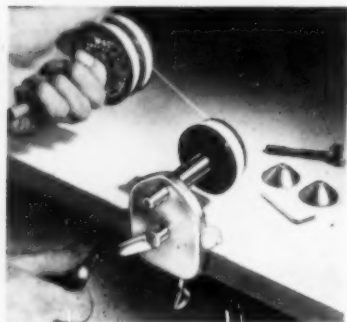


F. H. WOODRUFF & SONS, INC.
ATLANTA • DALLAS

SH2-4

Line Spooler Free

A line spooler which would allow the dealer to transfer line from spools to the spinning reels of his customers without danger of twisting is being offered free of all cost to qualifying dealers by the Western Fishing Line Co.



The manufacturers state that the spooler, nationally advertised at \$10.00, is made to handle any kind of spinning reel and that it provides a quick method for back-winding or re-winding fishing lines.

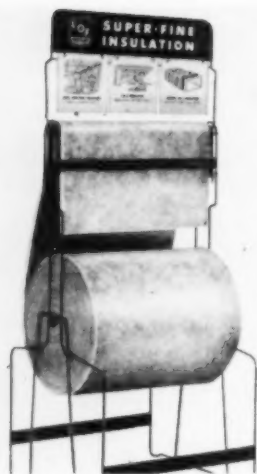
Dealers are asked to write to the company for their spooler and to include the name of their wholesaler.

Western Fishing Line Co.
Glendale 4, Calif.

Reel Dispenser Rack

A new reel-type dispenser rack which retailers can use to sell fiber glass insulation by the measured piece is now available and the manufacturers consider it the answer to the "do-it-yourself" market demand for short lengths of this material.

The rack is designed to hold a 24-inch wide roll of superfine insulation. It stands 60-inches high and has an adjustable cutting guide. Twenty-seven display cards showing uses of superfine are furnished with each



rack and can be displayed three at a time beneath the signature panel.

Libbey-Owens-Ford Glass Co.
Nicholas Building
Toledo 3, Ohio

Ruberoid "Colorator"

A color selection wheel called the "Colorator" is now being distributed by the Ruberoid Co. in an effort to enable dealers and applicators to better advise customers on proper color harmony. Siding, roof and trim colors are keyed by number so that a wide range of combinations may be selected and still assure proper balance.

Ruberoid plans to exhibit the "Colorator" at 27 trade conventions.

The Ruberoid Co.
500 Fifth Ave.
New York 36, N. Y.

Door Closer Brochure

A new brochure entitled "The Key to Selecting Door Closers" has been published by the lock division of Yale

& Towne Manufacturing Co.

Intended to aid architects, contractors, builders hardware consultants and hardware dealers, with illustrated descriptions of various types of door closers and their functions, the brochure also includes explanations of the workings of screen door closers, standard door closers, and compact door closers together with accessories.

Yale & Towne Mfg. Co.
Chrysler Bldg.
New York 17, N. Y.

New Accessory Line

A new line of bathroom, kitchen and closet accessories by the Autoyre Co., is finished in lustre chrome and consists of 22 items designed as the medium priced companion line to the company's Fairfield line.



Among items featured in the "2500" line are the wall ash tray with twin cigarette rests and removable glass dish, stirrup-shaped towel display ring (pictured), and an all-purpose three-arm rack for towels, ties, scarves, etc., and many other items. Autoyre 2500 is one of four lines of accessories produced by the company and designed to cover every price bracket.

Autoyre Co.
Oakville, Connecticut

more
ACCO
products

AMERICAN CHAINS
for Farms, Homes, Industry
and Transportation

for Steady Profits all year 'round—
Buy AMERICAN
Display AMERICAN
in this sales-making Stand
Sell AMERICAN

order from your AMERICAN CHAIN wholesaler

ACCO
American Chain Division
AMERICAN CHAIN & CABLE
York, Pennsylvania • Bridgeport 2, Connecticut



Shepa
Belt Dressing
Contains Mutton Tallow
Stop V-Belt Squeaking, Slipping

Shepa
PURE
NEATSFOOT OIL
Softens and Preserves
LEATHER
NEATSLENE CO.
MADE IN U.S.A.

Shepa
LIQUID BELT DRESSING
Cutting Oil
Sulphurized and Prime Lard
Homogenized

Shepa
Canva-
Lastic
Waterproofing for canvas
awnings, tents, tarps.

Mfgd. by Shepard Laboratories
Formerly the Neatslene Co.
Omaha 2, Nebr., Roy W. (Shep) Shepard

Dist'd by whols., hdw.,
will supply, drug and
saddlery houses.



OLD NEWT' SE2...

Ye know, in my time I've seen a lot o' them store fellers—mighty smart, most of 'em are. Know what to buy, what the man wants when he comes in—takes a heap o' knowin' thet does.

Reckon thet's why so many o' them store fellers is buying heavy on them NEW GHOST fishin' lines made by Newton.

Now, if'n I had me a store, I 'spect I'd buy them lines heavy too—tell ye why—

Take thet new GHOST thet Floats—thet's thet NEW Fly Line. Well, first, it's all Nylon, then its Super-X finished with thet new Electronic Control thet Newton perfected. Say, now, thet gives the already waterproof Nylon an extra super waterproof finish. An' when ye put both together, ye got a line the water can't even get into—its got to float, 'n float, 'n float some more. If'n ye want t'know mere 'bout it, send fer the full dope—Box 222 Newton Line Co., Homer, New York.

Well, like I sed, I'd buy 'em if'n I had a store—'cause Sonny, I know I'd sell 'em. And thet's what sounds so nice on the cash register. Oh thet's pretty music!

Ye see, word's got around how good those lines are 'n my fishin' pals are a buyin' 'em.

'N if'n yer smart as I think ye be, ye'll jest naturally order a good supply o' them popular sizes from your Jobber Salesman.

"Be good to yourself, mate!"



Boatowners buy on sight



Delighter

ALUMINUM
SWIVEL
SEAT

Display famous Delighter 63 for buy-on-sight sales. Backed by national advertising. Life-time engineered construction. Full 360-degree swivel action. Soft, cozy, Kapok snap-on seat floats. Water-repellent No. 12 duck, in red, green or blue. Weighs only 5½ lbs. Coast Guard approved cushion, 63C, also available, in green only, at slight extra cost.

Write for complete catalog sheets

UNIVERSAL CONVERTING CORP.
413 Sawyer Street, New Bedford, Mass.



ALUMINUM Folding Chairs, Swivel & Sport Seats, Specialties

Strataflo

FOOT AND
CHECK VALVES

WITH THE
FAMOUS

*Rubber
Poppet*

They can't leak!

Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pump, save their cost in service calls. Ideal for jet-type pumps. Write for Bulletin 203.



Order from your Jobber



STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

GREAT NEW MARBLE MERCHANDISER

Sparks Sales, Profits!

Yours FREE with
Marble Assortment

Here's a great new Marble sales builder—for counter or window display! Colorful, attractive, attention-getting, it takes little space, does a big selling job on Marble knives, compasses and waterproof match boxes. FREE of extra cost when you order Marble's new Display Assortment of 4 knives, 6 match boxes, 10 compasses.



Ask your jobber or write for details



GREAT NEW MARBLE KNIFE—the "Sportsman." New design, new shape—with thinner, narrower 4-in. blade of finest high carbon manganese steel, drop forged for extra toughness, to hold keen edge. Genuine leather 3½-in. handle. Embossed leather sheath. Sure to be a best seller! Order from your jobber.

MARBLE ARMS CORPORATION, 687 Delta Ave., Gladstone, Mich.



Gift Salad Sets attract Shoppers

Do this today: Drop us a postcard requesting our new enlarged Catalog. You will see a beautiful collection of fine wood bowls in a variety of woods and prices for your trade. Also new woodenware gift novelties and kitchenware. You will want to make this comprehensive catalog your woodenware bible. Send for it today.

J. SHEPHERD PARRISH CO
201 N. Wells St., Chicago 6, Ill.

CONSUMERS PATCHING PLASTER

... for cracks, holes
and general repair



**Famous for
QUICK SALES
because it...**

1. Needs no sizing.
2. Mixes white in cold water.
3. Knits quickly to old plaster.
4. Will not check or shrink.
5. Does not peel or crack.

• Available in 1, 2½ and 5 lb. cartons;
2, 5, 10, 15 and 50 lb. paper bags; 100
and 300 lb. drums.

ORDER FROM YOUR WHOLESALE

OR DIRECT FROM US

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6, MO.

Gasoline Filler Can

A new 60th-anniversary all-purpose utility gasoline filler can for use with outboard motors, gasoline power lawn mowers, and power-driven garden and farm implements is announced by Eagle Manufacturing Co.



Called the Eagle 2½-A, the new can holds 2½ gallons of gasoline, is made of 26 gauge galvanized sheets, and has a seamless, dome-shaped body with double-seamed, leakproof bottom. Also featured on the can is a seamless drawn stationary spout with "Duo-Pour" spout cap which is adjustable for pouring rapidly into large receptacles or more slowly into small containers.

Standard equipment also includes a graduated oil measure of ¼-, ½-, and 1-pint capacities.

Eagle Manufacturing Co.
2510 Charles St.
Wellsburg, West Va.

Auto Clothes Rack

A new auto clothes rack, called "Auto-Bar" is designed to carry 26 garments without obstructing rear view or doors. An across-the-car clothes carrier made of polished air-



craft aluminum, the rack hangs on the car's own coat hooks, eliminating the installation problem. Molded rubber plugs eliminate rattle, and rubber rings space clothes to avoid crowding. Auto-Bar retails at \$3.95.

Goode Products Co.
7542 Maie Avenue
Los Angeles 1, Calif.

"3D" Sealed Casters

The new "3D" Series "H99" Bassick casters feature three advanced design innovations intended to virtually eliminate the need for caster lubrication. A main swivel bearing baffle ring prevents the entrance of dirt and water; a grease retainer prevents loss of swivel lubricant due to vertical drainage, and a wheel bearing seal excludes foreign matter and retains lubricant.

Both the swivel and wheel bearings are free of drag, the manufacturer stated, since they have no preloaded



frictional contact with moving parts. The seals are designed to permit flushing out of old ineffective lubricant, when required, by merely regreasing through use of standard pressure lubrication equipment without danger of seal blowout.

Features of the "99" line include fully case-hardened raceways, extra-heavy king pin, and double ball-bearing swivel.

The Bassick Co.
Bridgeport 2, Conn.

Twist-Free Pak

Twist-Free Pak is introduced by South Bend Bait Co. which reports that this is one answer to the problem of proper line winding in that the line unwinds with a twist that is the reverse of that put into it by the reel. The twists neutralize each other.

The Twist-Free Pak consists of a plastic box containing two connected 100-yd. spools of Deceiver Super-Limp monofilament nylon spinning line. The cover contains a hole through which the line passes when it is cranked onto the reel.

These also are offered in Six-Pak dispensing cartons for wall or counter mounting.

South Bend Bait Co.
South Bend 23, Ind.

Big IN EVERY WAY...

THE NEW BIGBOY

(3/4" White enamel blade)

by MASTER



"Designed in direct answer to dealer demand. The 'Big Boy' not only has all of the known Master features, but has many which are startlingly new!... You will be amazed at the number of 'Big Boy' rules you will sell if you will take full advantage of the selling dividends listed below.

THE SLIDING TIP. The new Master sliding tip (exclusive with the 'Big Boy') gives you 2 important new features:

1. Allows for a hook measurement, using either side of the blade.

2. Makes possible completely accurate butt measurement.

FOR HOOK MEASUREMENTS! Hook either side of the double purpose tip over the edge of the measuring surface. New slide tip will automatically assume proper position.

FOR BUTT MEASUREMENTS! Just butt the tip against one of the surfaces to be measured. Tip will automatically slide in, out of the way.

POSITIVE ACTION LEVER LOCK. Can be pushed either up or down to lock. Brake will hold blade firmly, will not mar or scratch the blade surface.

PRINTED BOTH SIDES. Double figures and graduations are printed on both sides of the blade for quick use. Figures are always right side up.

To retail at \$3.25 ea. Replacement blade \$1.50 No. 710W (10 ft only)



MASTER

(R) MASTER RULE MFG. CO. INC. Middletown, New York (R)
WOOD AND STEEL TAPE RULES



for SOUTHERN WOOD SCREWS

Satisfied Customers Multiply Sales.

Your Southern Screw customer gets exactly the right screw in exactly the right amount—whether he wants two, twelve, or twelve dozen.

Colorful Southern cartons attract attention. Easy identification and customized service bring your customer back.

Southern Wood Screws build long range profit—the one line that fills all your needs with uniform packaging.

The Only Line You Need To Stock

SOUTHERN SCREW COMPANY

Statesville, North Carolina • Manufacturer Of Wood Screws

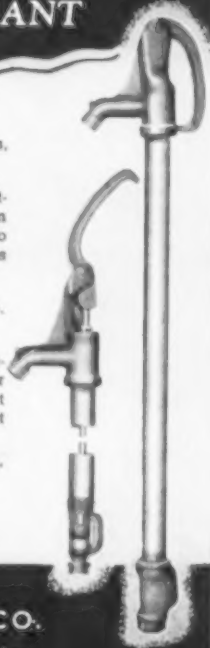
Factory Warehouses:

North Bergen, N. J. • Los Angeles 23, California • Chicago 10, Illinois

Sold through leading wholesale distributors

Every Home-owner Is A Prospect! for a Columbiana CAM-LOCK HYDRANT

- For watering troughs, gardens, lawns, barns, irrigation, etc.
- Cam-Lock handle prevents water wasting. Valve stem operates by direct cam action. No delicate adjustments, no springs. Ordinary screwdriver adjusts packing gland.
- Bronze valve body threaded for 1" pipe. Drain hole tapped for 1/8" fitting.
- Non-corrosive internal valve parts removable without digging. Cup leather treated for long life. Rubber segment valve specially processed to resist water's chemical action.
- Spout threaded for 1" pipe or hose. 3/4" brass reducer available.
- 2, 3, 3 1/2, 4, 5 and 6-ft.-sizes.



MANUFACTURED BY
COLUMBIANA PUMP CO.
COLUMBIANA, OHIO, U. S. A.

RUGGED ROBERT — Fastest Selling Broom Rake In America!

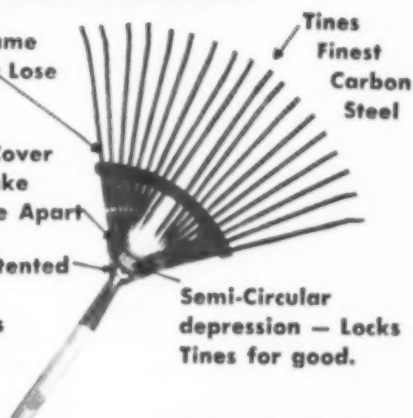
5 IMPORTANT FEATURES:

1-Piece Frame
Rake Can't Lose
Shape

Patented Cover
Plate — Rake
Can't Come Apart

Special Patented
Socket
Guarantees
Long Life

Semi-Circular
depression — Locks
Tines for good.



Manufactured date on every rake.
Guaranteed for 2 years.

Wire Products Company

2713 North 24th St., Birmingham, Ala.

Member, American Hardware Manufacturers Association

RUGGED ROBERT BRAND

New Barbecue Grills

Two new brazier models with legs and grids adjustable to the most convenient cooking height and a new weather-proof aluminum patio grill are top features in the Royal Chef 1954 line of 12 models. A merchandising and heavy selling factor used for the first time is that all fireboxes are guaranteed for five years.



This brand-new design of braziers, with four different adjustments for height, is found in both the RC-266, which retails for \$74.95, and the RC-66 (shown) a \$34.95 retailer. Both grills are done in ivory and black with red rubber-tired wheels. The deluxe model has a sturdy hood, motor-driven electric spit and ash remover, with a 24-inch grid adjustable up or down six inches.

The aluminum grill—Model RC-27-A at \$29.95—is sturdy on wrap-around legs which also serve as towel racks. It has a steel firebox, three-position spit, cutting board and a windbreak which doubles as an extra shelf.

Chattanooga Royal Co.
Chattanooga 6, Tenn.

Estwing Action Display

"Motion moves merchandise" is the belief of Estwing Manufacturing Co. as it begins delivery of a new action display (No. D-8) to highlight the company's 30th anniversary.

The action display is given away free with eight of their regularly stocked best seller tools, the company states. It is portable and battery operated (five weeks on one flashlight battery); size 15" high by



15" wide by 7" deep. Display and tools are packed in the same carton, with six cartons weighing approximately 100 pounds.

Estwing Manufacturing Co.
Rockford, Illinois

Wood Turning Tool Sets

Two six and eight piece wood turning tool sets have been designed for home craftsmen and for carpenters who use a wood lathe.

The professional-type wood turning tools are said to hold their edge and withstand constant use, the blades being made of hand-forged alloy tool steel, tempered and highly polished. The balanced blade is secured by a forged tang which is precision fitted into the natural finish hardwood handles.

Great Neck Saw Mfgs., Inc.
Mineola, New York



CLASSIFIED

WANTED—Salesman who is alert, aggressive, to travel 4½ southeastern states to sell Woven and Welded Wire Fabrics exclusively to the Wholesale Trade. Must have at least five years selling experience, age 28 to 40, salary commensurate with experience and ability. If you qualify, give salient facts of yourself, snapshot if possible. Reply held in strictest confidence. Write Ben Billinger, c/o Gilbert & Bennett Mfg. Co., Georgetown, Conn.

Manufacturer's Representative Wanted

to handle fireplace screens, accessories and construction materials in Memphis, Tennessee trading area. Write to P. O. Box 391, Norwich, New York.



Self-Leveling Ladder

A new automatic self-leveling step ladder for household and industrial use is now being offered by the Richbilt Manufacturing Co. The new safety ladder features the exclusive patented Bendick Hinge that permits the ladder to stand firmly on uneven surfaces.

As it is stepped upon, it adjusts itself and, according to the manufacturers, it cannot rock, twist, sway or walk.

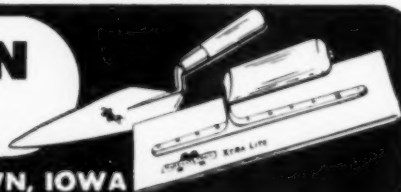
The ladder is also available in a complete range of standard sizes.

Richbilt Manufacturing Co.
3277 Spring Grove Ave.
Cincinnati, Ohio



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



Southern FARM EQUIPMENT

FEBRUARY, 1954

Section of SOUTHERN HARDWARE

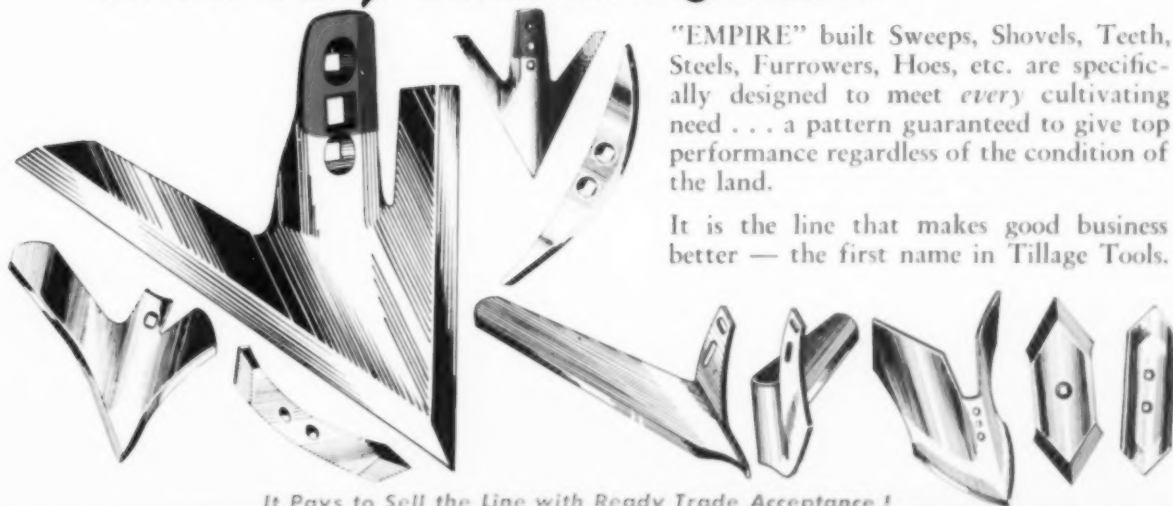
806 Peachtree St., N.E.
Atlanta 5, Ga.



SOIL LOAMY? OR SANDY? OR ROCKY?

"EMPIRE"

**Built Tillage Tools are Custom Made
to Fit *Any* Cultivating Need!**



"EMPIRE" built Sweeps, Shovels, Teeth, Steels, Furrowers, Hoes, etc. are specifically designed to meet *every* cultivating need . . . a pattern guaranteed to give top performance regardless of the condition of the land.

It is the line that makes good business better — the first name in Tillage Tools.

It Pays to Sell the Line with Ready Trade Acceptance!

**HEAT TREATED
FOR TOUGHNESS
TEMPERED
FOR PERFORMANCE**

THE EMPIRE PLOW COMPANY

"Specialists in Tillage Tools Since 1840"

CLEVELAND 27, OHIO

1840

1954

IT PAYS TO SELL QUALITY

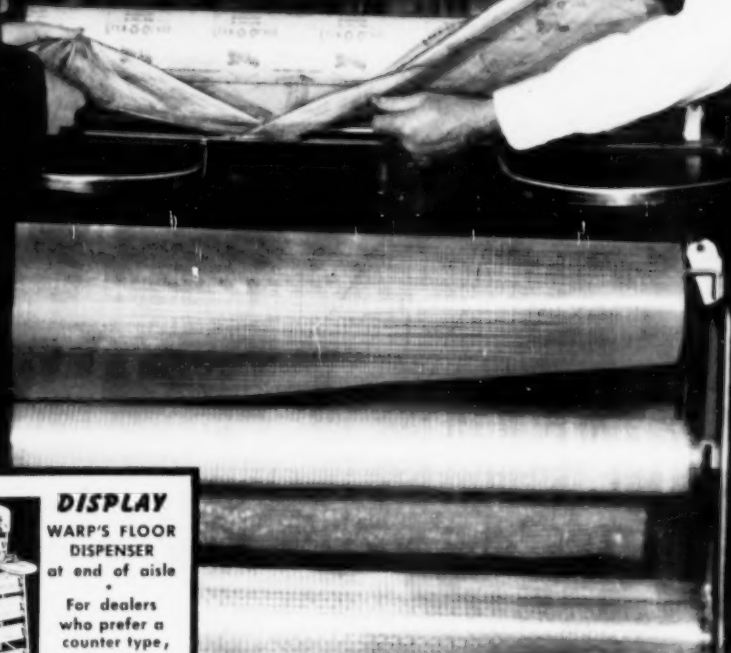
BETTER Than Glass For POULTRY HOUSE HOG HOUSE & BARN WINDOWS

Warp's

CHEAPER Than Glass For STORM DOORS STORM WINDOWS PORCH ENCLOSURES

WINDOW MATERIALS

LET IN SUNSHINE VITAMIN D - HOLD IN HEAT - KEEP OUT COLD



DISPLAY
WARP'S FLOOR
DISPENSER
at end of aisle

For dealers
who prefer a
counter type,
ask for Warp's
No. M-400

No. WM-500

JIFFY PANE JIFFY MESH JIFFY KRAFT FLEX-O-GLASS



READY-TO-TACK-UP

for **KITS** for DOORS
Including molding and tacks

Warp's offer a complete line of packaged storm door and window covers. Wood and fiber molding also available separately.

irha
HARDWARE
STORE

SAVE UP TO 40% ON FUEL

Warp's
WINDOW MATERIALS

WE HAVE THE GENUINE

PREVO-BROS

DEALER TIE-INS
WINDOW POSTERS
AD MATS
COUNTER CARDS
FREE
WRITE WARP BROS.
FOR SALES HELPS

"Not a single complaint in 25 Years"

— says Stanley D. Prevo, Prevo Bros. Hardware, Watseka, Ill.

Just the other day, I was telling a customer that I had sold thousands of yards of Flex-O-Glass and other Warp's Window Materials during the past 25 years and never had a single complaint. It makes me feel mighty good to supply folks with a product that gives them so much comfort and satisfaction.

You've got to hand it to Warp Brothers! They're the world's largest makers of window materials because they're constantly experi-

menting, developing and testing new and better products. In fact, they've even designed and built special machinery to take care of their own, exclusive manufacturing process.

Dealers like to handle top-quality merchandise like "Warp's". It's the most complete line of window materials in America... nationally advertised... carries a full 50% mark-up, and has been a good, consistent repeater for me year after year. For my money, you just can't beat Warp's Window Materials.

ask for **Warp's** FLEX-O-GLASS... WYR-O-GLASS... GLASS-O-NET... SCREEN-GLASS

Carried by Reliable Hardware Jobbers

WARP BROS. { "THE OLDEST AND LARGEST MANUFACTURERS OF A COMPLETE LINE OF WINDOW MATERIALS IN THE WORLD — ESTABLISHED 1924" } **CHICAGO 51, ILL.**

Tune in Warp's Flex-O-Glass Frolics On WLS National Barn Dance Every Sat. Nite at 7:30 P. M. (CST)

© 1953

For Tractors Only

Computing a Flat-Rate Schedule

WITH AN EYE to the growing use of flat-rate prices for tractor repairs, Ewing & Sims Truck and Implement Co., Sinton, Texas, has compiled its own flat-rate schedule based on the cost for the average repair job. They have found that the plan not only pleases customers and simplifies their own book-work, but is enabling the service department to show a greater profit.

Vernon Sanderfer, manager of the service department, has relied on past records and his own long-time experience in the field to compile figures for the flat-rate schedule and to determine the

proper time for installing the plan.

"We decided not to wait until demand forced us to quote a prospect a price for a specific job before we established flat-rates," Sanderfer explains. "We felt it would be good policy to establish it before demand forced us to do it. Our experience has been that customers not only appreciate finding

Relying on past records and current charges for labor on a particular job, this company computes flat rates based on average costs

Sample Flat Rates

Clutch overhaul or replacement	\$8.50
Complete motor overhaul	30.00
Valve-grinding (includes removal of head, grinding, tuning motor)	
Model H-M	16.50
F-20	14.50
Valve-grinding	5.00
Remove and repack front wheels	2.50
Remove and overhaul generator	4.75
Remove, overhaul and tune-up carburetor	5.00

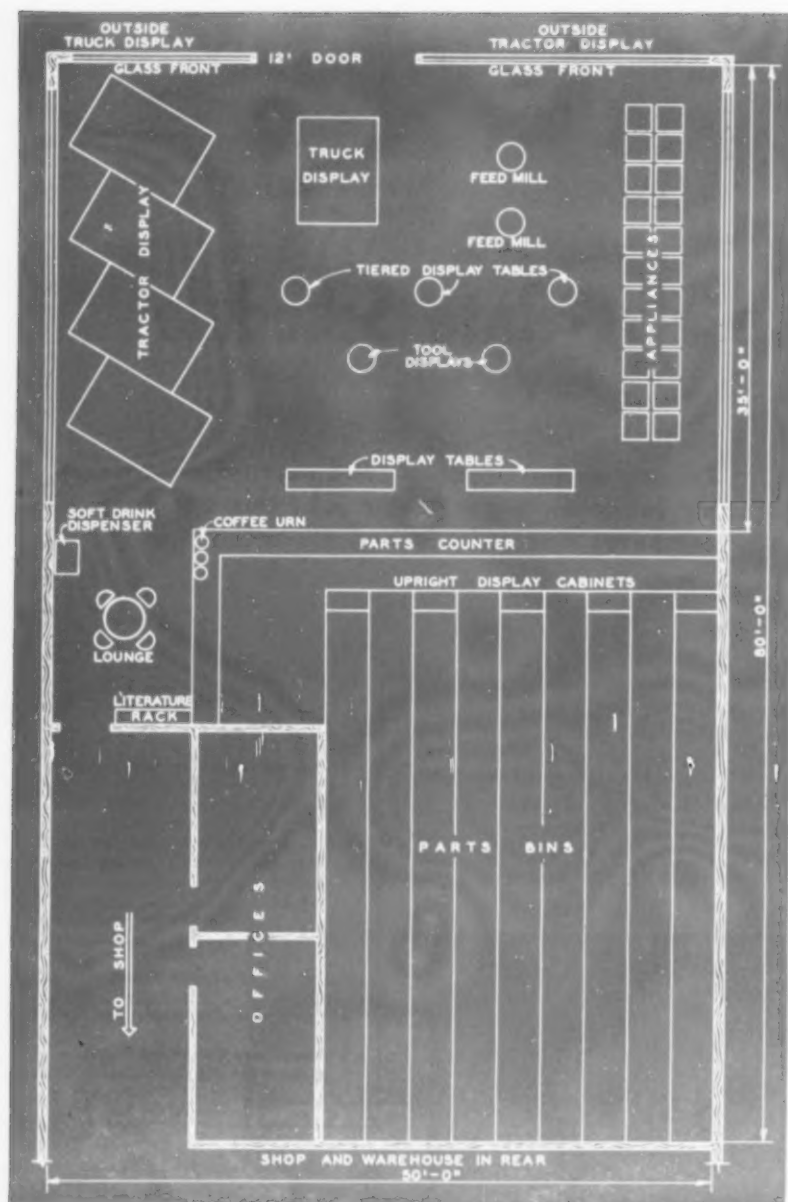
out 'off the bat' so to speak, what a job is going to cost, but they, likewise, give us credit for be-
(Continued on page 152)

Above are some of the flat rates quoted by the company, figures covering charges for labor only. Eventually, almost every type of service shop performs will be covered by the rate schedule



Superintendent Vernon Sanderfer works on rear-end overhaul job, will compute flat rate from average labor cost of this and other jobs. Right, view of the company's impressive building





In merchandising farm equipment there is a real need for effective display if the dealer is to compete successfully with other retailers for his share of the farmer's dollar. Here's proof that a well - arranged store with carefully-planned displays results in added business

Planned

A WELL-ARRANGED store complete with carefully-planned displays is as important in the farm equipment business as in any other line of retailing. It pays off in added business. At least, that is the firm conviction of Donald A. Light, owner of the Columbia Truck and Implement Co. in Columbia, Tennessee.

Designed for visual appeal as well as for efficiency of operation, the building is as modern as tomorrow and is arranged—and maintained—to attract and hold the interest of customers.

Light bought this building in November, 1952, but within three months after taking over, his seven mechanics have been constantly busy with requests for service and rarely have there been less than two or three tractors waiting complete reconditioning.

Light believes that the warmly inviting atmosphere he has created to encourage farmers to come in and study their needs has had a lot to do with it.

To begin with, Light doesn't believe in hiding his merchandise. Both front and sides of the display room are walled with plate glass. Interior displays can be seen



for More Efficient Service

through any of these windows regardless of the side the viewer is on. For the customer or prospect, the neat arrangement of stock makes for a "do-come-in" appeal.

Outside display, always orderly, is used to advantage. Too frequently, the outside display areas of dealer stores present a haphazard scattering of new and used tractors, used plows, discs, and other miscellaneous items. This situation has been avoided entirely in the display areas of this company, though Light still needs additional shelter space and occasionally has to resort to outside storage.

On a typical day a customer visiting the store would find a new truck and several new tractors displayed immediately in front of the building. To suggest various uses, each tractor would have a different tool attached such as a scraper, auger, plow or planter. The eaves of the building extend over this equipment partially protecting it from the weather.

In the display room another late model truck is displayed immediately inside the front door. Against the right wall four models of tractors are displayed. Along the opposite wall are two rows of appliances which extend from the

front of the building almost to the parts counter.

Light equipment such as hammer mills, etc., and heavy parts and accessories are displayed in the center of the display room. First, there is a row of three circular display tables, and further back near the parts counter are two rectangular display fixtures. Each of the circular tables is composed of three tiers of shelves built around a pole that extends from floor to ceiling. These shelves are graduated in size, the smallest shelf, at the top, being about three feet from the floor. The rectangular tables also have three shelves spaced about the

(Continued on page 142)



Sales floor displays make it easy for customers to handle, inspect accessory merchandise



Front of store has space for outside display of equipment. Note that tractors have equipment mounted or attached



Display of tractors inside the building is orderly affording customers an excellent opportunity to inspect several models of tractors. Donald Light, owner of the business is in the background

By B. Miller

They doubled parts volume with
Better Parts Control

PARTS SALES have more than doubled in the past five years for the Stoneman Farm Equipment Co. in Richmond, Virginia. From an annual volume of \$40,000 in 1948, sales of parts reached \$85,000 in 1952, and the owners of this business attribute much of the credit for this successful parts business to an accurate inventory.

control system which has at once eliminated needless parts while assuring that all essential parts will be on hand when in demand.

"We have always made it a policy to pave the way to future sales by offering dependable service, and a well-stocked parts department is essential to the kind of service that makes repeat cus-

tomers," said George J. Stoneman, a partner in the business. "We carry a large inventory of parts for old machinery as well as new, for many of our customers operate machinery that is 10 to 15 years old. We know from experience that when a regular customer needs a part, he will come to us first—even when this means traveling a considerable distance. Such customers are confident, from past experience, that we will have the part needed. It would be impossible to maintain this confidence without an accurate system of parts control."

In this system, stock control cards are arranged numerically by parts number. Information on each parts card includes: number of part, description of the part, where it is used, bin location, maximum and minimum levels, list price, coded cost price, date and invoice number, quantity received, date and sales, and current balance.

Each time a sale is posted on a stock card the current balance of the particular part is noted and
(Continued on page 141)

ELLING WHEEL				WHEELS SECTION				MAXIMUM			
1.80								8			
PX0								4			
DATE	TIME	WHEEL	WHEEL	WHEEL	WHEEL	WHEEL	WHEEL	WHEEL	WHEEL	WHEEL	WHEEL
JAN	1 1949	2	528	2	3	SEP	1 1952	8			
4/20	2	0	531	1	2	9268	1	7			
B05	2	2	827	1	1						
5098	2	0	530	5	6						
B08	2	2	1823	1	5						
5925	1	1	SEP	1 1951	5						
SEP	1 1949	1	575	3	8						
B019	4	5	5321	1	7						
261	1	6	5391	2	5						
SEP	1 1950	6	5454	2	3						
9	1	5	730	5	8						

311632 Sprocket Drive+ Clutch Assy. 60x80 Cult 800 P.T.R. K-87

Whether it's BALERS or BOWLING—



Customer and community relations are on a friendly, personal basis at Ewert Bros., IH dealership at Columbus, Neb. . . . whether it's servicing a McCormick® No. 45 baler, above; selling a new Farmall® tractor; or cooperating with the agricultural committee of the local Chamber of Commerce in farm-related activities.

Ewert Bros.' 40-year service to customers and community has won farmers to their "team"



"We even have farmers on our bowling team," says Adrian Ewert, co-partner at dealership. "After-hours recreation like this is a wonderful way to get to know our customers better." Dealership buys shirts, pays all dues, alley fees, out-of-town tournament expenses, and treats team members to a dinner at end of the season.



During the farm sale season, Ewert Bros.' parts counter is a popular place for farmers to come for information on used equipment. This is another way in which teamwork with customers helps build store traffic, parts sales, new and used equipment sales, and service business.



The man behind this well-rounded program of service to customers and community is August Ewert, center, whose 34 years of experience in retail farm equipment management provides helpful guidance to his two young co-partners, son Adrian, left, and son-in-law Erwin Krumland, right.

Ewert Bros., like so many successful IH dealerships from coast to coast, believes that dealers who serve agriculture best are those who profit most. Through the broad IH line, IH dealers are in an enviable position to enjoy the rewards of helping to develop a stronger, more prosperous agriculture.

*McCormick and Farmall are registered trade marks of International Harvester Company.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois

Here's one farmer's tips for dealers—

"If You Want to Sell Us..."

By C. L. Lorentzson



W. Sam Smith, Jr., who owns fully mechanized 375-acre farm, stresses the importance of dealer dependability

IF FARM EQUIPMENT dealers expect to sell us in the future, they are going to have to give us the best possible equipment for our money, and then, back it up with a conscientious service and spare parts program to keep the equipment operating efficiently."

That is the combined opinion of W. Sam Smith, Jr., owner of Snap Finger Farm, Decatur, Georgia, and his farm manager, Pete Hearn.

Smith breeds registered Aberdeen Angus cattle on his 375-acre farm and raises oats, barley, and a mixture of small grains for feed. To accomplish this he has machinery and tools valued at \$15,000 including tractors, trucks, hay baler, and rotary hay rake, plus harrows spreaders, mowing machines, a

post-holer, drags, and other attachments needed by the fully mechanized farmer of today.

He is representative of the hundreds of medium-sized farmers who depend upon good equipment and a minimum of skilled farm personnel for an efficient operation.

Smith and Hearn were asked to give their views on dealer sales and service policies, dealer attitudes and practices on trade-ins, parts service, and dependability for emergency service both in the shop and on the farm. They were asked also to review service charges and to point out other instances where dealer sales efforts or service could be improved.

"Some dealers are not really interested in the farmer when selling him new equipment." This remark came from Pete Hearn who was sprawled on his back under a haybaler, making a few minor adjustments. A veteran of 25 years as a farmer, he is intimately familiar with farm equipment and

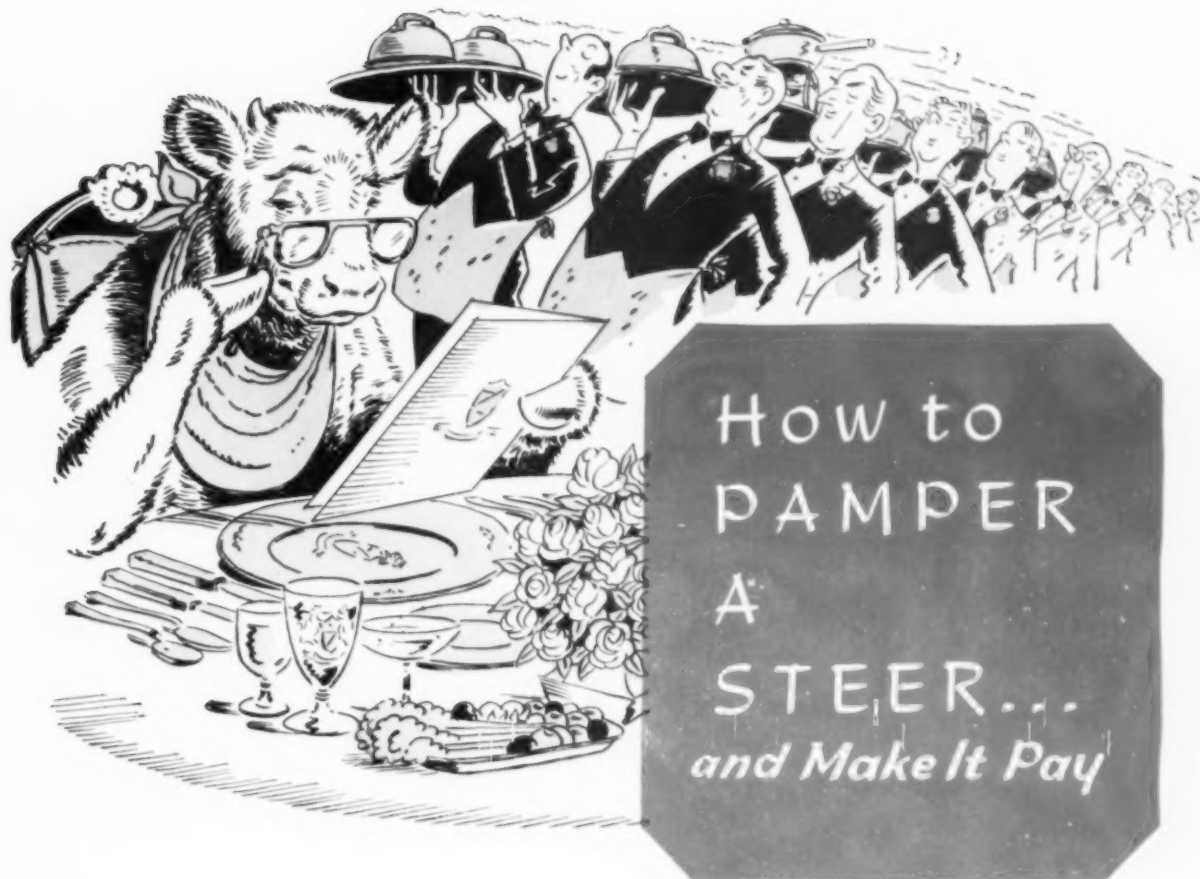
its capabilities. He also has seen a lot of dealers in action.

"It's more noticeable now than during the war," he continued, "for then, equipment was just not available; consequently, dealers could afford to be patronizing and sympathetic. Now, they are trying to push their new lines down our throats. Why, not long ago, we needed a hay baler. One dealer tried his darndest to sell us his hay baler. Of course, he did not have much luck, because if there is a particular hay baler which we think is the latest thing on the market, we tell our neighbors about it, talk it over with them, and usually buy the one we collectively agree is the best and will give us the most for our money. This dealer's attempts to sell us his piece of equipment were pathetic, and only served to make us shy away from him."

Another unfavorable aspect of the "high pressure" selling toward which many farm equipment dealers are drifting is their tendency



Pete Hearn, left, points out some of the little parts frequently needed. "We need little items all the time—points, condensers, spark plugs, bolts—to keep our equipment operating at top efficiency."



MAYBE it's true that Buster here doesn't know *table d'hôte* from a *la carte*, but don't let that fool you. He really knows his "vittles," as anyone who has tossed a shank over a pasture fence can tell you.

Fact is, in his own four-footed world Buster ranks as quite the *gourmet*, and he's been known to get downright fussy at times. That's why those who know him best—cattlemen, that is—have come up with some pretty tasty recipes to satisfy his boyish appetite—to help him grow into a stout, healthy young fellow that will make a good impression on "graduation day," when Buster is

shrewdly judged in terms of steak.

And because feeding Buster has become such a science, often special machinery is required—like the new John Deere Grassland Drill, which is making such a hit with livestock growers. You see, the John Deere Grassland Drill makes it possible to establish and improve range and grassland and keep Buster supplied with the wholesome, nutritious food he likes and needs.

Buster, of course, generously pays back such treatment in more pounds of better beef—all because he doesn't have to take the "potluck" fare of poor pasture.

JOHN DEERE • Moline, Illinois



free

**booklet on
SOIL IMPROVEMENT
THROUGH PROPER
TILLAGE...**



Crucible Steel Company of America
Dept. 5H, Henry W. Oliver Building
Pittsburgh, Pa.

Name _____

Company _____ Title _____

Address _____ City _____ State _____

Just off the press is a new 20-page Crucible booklet of vital importance to farmers and farm dealers everywhere. In it the subject of soil improvement through proper tillage is discussed by a well-qualified independent expert.

In recent years many age-old beliefs about tillage have been challenged. This booklet gives you, in concise form, many of the findings made by research men at state ex-

periment stations; data prepared as the result of tests with our leading crops, on hundreds of soil types. You'll find these reports of practical value to you and to your customers. The booklet also contains useful information on preparing a seed bed, discing, harrowing and plowing, and tables on weights and radii versus concavity of Crucible discs.

To get your copy of Soil Improvement with Crucible Agricultural Steels, just fill in the coupon and mail it now. There is no obligation, of course.

CRUCIBLE

first name in special purpose steels

54 years of *Fine* steelmaking

AGRICULTURAL STEELS

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA.
REZISTAL STAINLESS • REX HIGH SPEED • TOOL • ALLOY • MAX-EL • SPECIAL PURPOSE STEELS



The quickness with which dealers respond to emergency calls for service is the factor that wins many customers. But these farmers would prefer to eliminate the need for emergency service as far as possible. "A sharp dealer could make periodic visits to his customers, tune up their machinery and replace old or aging parts at nominal prices and make us friends and customers for life."

to over-emphasize the quality and features of their lines. They sometimes make impossible promises about the ruggedness, the long service to be expected and the money-saving ease with which repairs are made. In short, they "promise the moon," and as would be expected, this approach to selling backfires when they cannot keep their promises.

"I've always wanted my equipment to prove itself before I go all out in buying it," Smith said. "For instance, I bought a second-hand combine from my neighbor some time ago, and he wouldn't sell it to me until I had put it in the field and satisfied myself that it was in A-1 condition. He was just taking no chances on making an enemy of me by sending over a bad piece of equipment in the disguise of a bargain. Yet most dealers will not stand by their equipment this way. They want to sell it, get it off the floor, and order another piece to replace it."

Pete Hearn added another point. "Service on equipment is the



hardest thing to get," he said. "Boy, do some dealers make wholesale promises about the service they will give us on the equipment we buy! But you just let something go wrong with it. Then, you have a real argument on your hands. They just don't back up their promises."

"There is definitely a tendency to give as little service as possible on equipment," Smith added. "The average dealer doesn't appreciate what a lost day costs a farmer. I have a good example of that. When a second-hand combine we bought from a dealer recently was put to work, it broke down 30 minutes after operation began. Before the day was through, we had lost a

full day's operation, tied up all our men, and paid the expenses involved in obtaining another part. Here is the story on that.

"We needed a new hay baler and went to a dealer to look one over. He also showed us a new and a used combine. Since we operate on a carefully-planned budget which sets aside a limited amount for new equipment, we gave consideration to buying the used combine. We wanted assurance, however, that the older one would be dependable.

"The salesman assured us emphatically that the used combine would do the same job as the new one. 'The only difference between the new one and the older one lies in the few additional features on the new one,' he said.

"Will you put the used one in top-notch running condition?" we asked.

"Yes, we will!" The dealer was definite. "And what's more, we will also give you the full purchase price of this used combine toward the price of a new one when you buy next year!"

"We deliberately did not ask for any discount on the used machine even though we paid cash for it," Smith continued. "We believed that if we did not question the price, the dealer would not cut any corners on repairing it if anything went wrong. He might have been prone to do this if we tried to cut his price down.

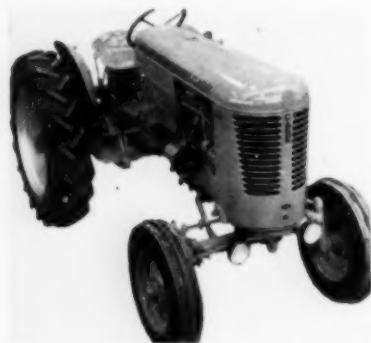
"Well, the dealer was long overdue on his promised delivery date. He also had promised to deliver
(Continued on page 160)



"EDHA" pivot disk harrow, left, has pivoting feature which permits variations from straight forward travel of tractor without causing disk to skid at rear. This is brought about by a pivoting action of the disk, permitting the disk to swing and retain its working position on contour curves and terraces. Tractor shown is the new low profile, low seat model in the "VA" series

New Case Machines for 1954

SIX NEW PRODUCTS have been added to the J. I. Case Co. line for 1954. Included are: "S" wheel-type tandem disk harrows, "EDHA" pivot disk harrow; "200" side de-



"VAO" 15 tractor is built low and narrow for work in orchards and vineyards. Tractor is equipped with Eagle Hitch and draw-bar for trailed equipment

livery rake; "100" series Eagle Hitch mounted fertilizer planters; "EPR" pivot-action break-away plow; "SM" side-mounted mower; and "VAO" 15 tractor.

The new Case "S" wheel-type tandem disk harrows are available in sizes ranging from 7' to 13' 9" to fit every size of farm tractor. With roller bearing equipped rubber tired wheels, which can be raised or lowered by hydraulic control, these harrows can be

transported easily from one field to another.

The pivoting feature of the "EDHA" pivot disk harrow permits variations from the straight forward travel of the tractor without causing the disk to skid at the rear. The disk can be coupled to or from the tractor by the tractor's Eagle Hitch.

The "200" side delivery rake is ground driven; the four-bar reel is adaptable to raking all kinds of crops. It is available for Eagle Hitch or for tractors with draw-bar using either hydraulic or manual control.

The rear mounted "100" series Eagle Hitch mounted fertilizer planters are designed for uniform

planting on flat ground, on the bed or in the furrow. It plants either in continuous drill or in a hill. The number of seeds in the hill and row spacings can be easily regulated. Fertilizer is placed below and to the side of each seed for more efficient fertilization and more accurate stand. It is adjustable for planting different seeds and fertilizers.

The "ERP" pivot action break-away plow has a spring release to protect the plow and assure good work in stony or stumpy lands. When the bottoms encounter an imbedded object such as a stone, they break away from the tractor. The pivot-action of the plow holds it to full cutting widths on curves

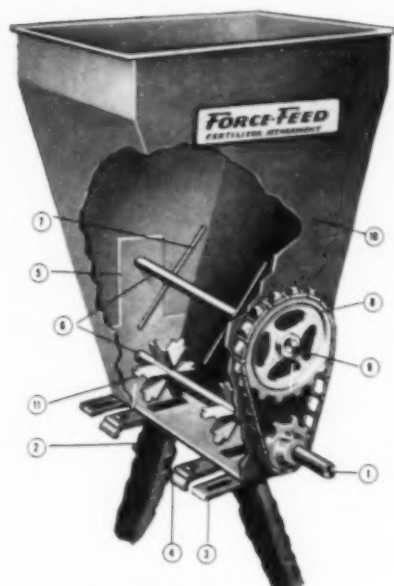
Model "200" side delivery rake is shown here attached to the Eagle Hitch of "VAC-14" low seat tractor. The "200" rakes round corners for convenience in following with baler



FORCE-FEED Fertilizer Attachment

A Miracle of Distribution

U. S. PATENTED



HERE'S HOW IT WORKS

1. Force paddle drive
2. Dispensers—two
3. Mounting brackets
4. Control slide—accurate
5. 1/4-inch steel base
6. Shaft bearings
7. Agitator bar—stirs
8. Drive chain
9. Agitator drive wheel
10. Hopper—115 lb. batch
11. Forcing paddles

LOOK, MR. DEALER!

Why pay \$100 when \$32.10 will buy more? Yes sir—FORCE FEED is that kind of a buy for you and your customer. We guarantee it to do a better job than any on the market—Regardless of price. Sell it to your customer on a one year free-trial basis . . . if he isn't satisfied, we will refund the full purchase price. Study the artist's drawing at the left. The forcing paddles dig down into the dispenser slot and push the fertilizer through in damp or lumpy condition. Yes, it's simple but the idea was rewarded by a U. S. Patent from Uncle Sam. Handles PELLET fertilizer like a breeze. Works on any tractor manufactured—for planting and side-dressing. You can't beat FORCE-FEED at any price.

YOUR CUSTOMERS WILL SAY:

"Our farm managers have tried 'em all and demand FORCE-FEED."

Wolfe Nursery, Inc.,
Stephenville, Texas

"Worth its weight in gold on the farm."

Lloyd Hines, Ford Tractors,
Dublin, Texas

"Will save many times its cost in salvaging lumpy or damp fertilizer." G. W. Wood

"For six years our customers have insisted on FORCE-FEED in preference to all others."

Shannon Supply Co.

Over 300 enthusiastic users of FORCE FEED in the small county of Erath, Texas.

for ROW CROPS



SIDE DRESSING



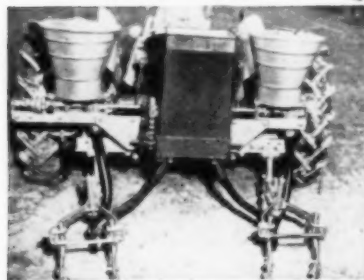
ALLIS CHALMERS

SPECIAL OFFER TO NEW DEALERS

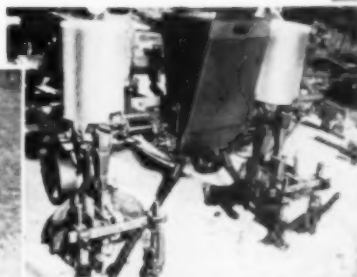
We want new dealers and invite you to take advantage of this special GET ACQUAINTED offer. Our regular dealer price on the FORCE-FEED distributor is \$32.10 F.O.B. factory—BUT—your first order will be prepaid. Yep . . . we will pay shipping costs on one or a hundred, regardless of where you live in the U. S. A. Our suggested list price is \$49.50 with a money back guarantee. Order today. Order from our nearest factory.

ALPRODCO, INC.

Mineral Wells, Texas
Kempton, Indiana
Dublin, Georgia



FERGUSON TRACTOR



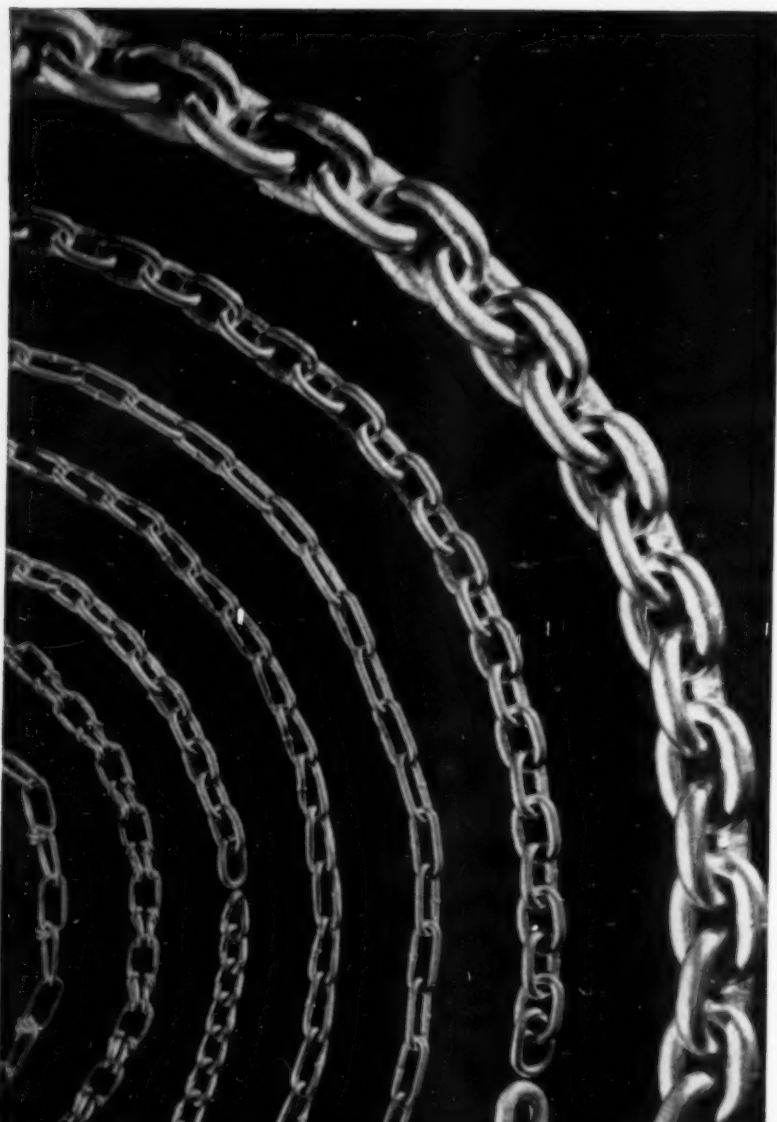
INTERNATIONAL FARMALL



FORD TRACTOR

SOD FERTILIZING

230 LB. CAPACITY
WITH HOPPER EXTENSION
DEALER \$5.45 LIST \$7.85



The complete Campbell line includes chain of every grade and size, for any purpose. Order it in the easy-to-handle CAM-PAK ... display it on the eye-catching Campbell Merchandising Stand. Call your wholesaler or write direct.

CAMPBELL CHAIN *Company*

Main Office, York, Pa.
West Burlington, Iowa • Portland, Oregon
Sacramento, California



**CAMPBELL
CHAIN**

whether the tractor is swinging to right or to left.

The "SM" side mounted mower is designed for mowing on hilly and irregular fields, roadsides and irrigated areas where the cutter bar must be visible to the operator while looking ahead. The cutter-bar operates at all angles from about 60° to 30° below horizontal.

Built low and narrow the "VAO" 15 tractor is designed for work in orchards and vineyards. Treads adjust from 45 to 64 inches on rear and 44 to 60 inches in front. The tractor is equipped with Eagle Hitch.



Katherine Butterworth, of John Deere Family, Dies

MRS. KATHERINE DEERE Butterworth, 87, throughout her life intimately connected with the farm equipment industry, died in her home in Moline, Ill., December 16.

Mrs. Butterworth's grandfather was John Deere, who made the first successful steel plow and was the founder of the Deere organization. Her father was Charles Deere, second president of Deere & Co. (1886-1907). Her husband was William Butterworth, third president of Deere & Co. (1907-1928), and formerly president of the United States Chamber of Commerce. Charles Deere Wiman, fourth and present president of Deere & Co., was her nephew.

Mrs. Butterworth was an honorary member of the Farm Equipment Institute, the only woman and one of the very few persons so honored. She had held many offices in the Daughters of the American Revolution and was active in many other patriotic organizations, as well as the King's Daughters, Girl Scouts' Council, American Red Cross, and Visiting Nurses.



Katherine D. Butterworth



Make MORE SALES in 1954

Build Up Your Lines of

WISCONSIN-POWERED EQUIPMENT



Boom of the Hahn Hi-Boy adjusts from 18" to 8 feet above ground. Hahn Inc., Evansville, Ind., is builder of this crop sprayer.



This irrigation pump works at a 750 gpm. clip, keeping pastures green. Builder is C. H. & E. Mfg. Co., Milwaukee, Wisconsin.

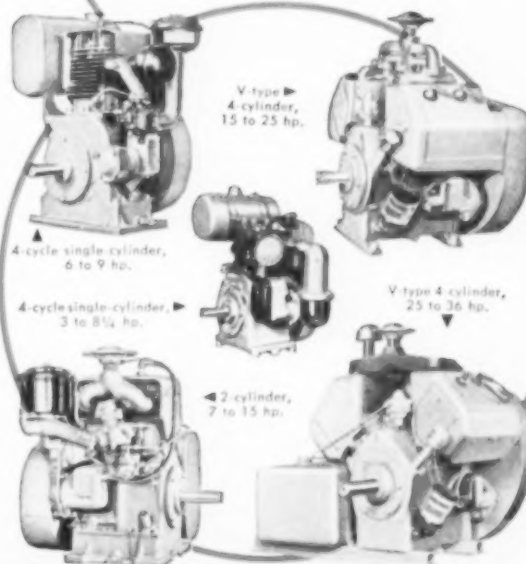


Unit shells standing corn, discarding husks and delivering shelled corn to wagon. It's built by King and Hamilton Co., Ottawa, Ill.

Farmers today, faced with a tightening farm market and higher and higher labor costs, know that mechanization means more efficient production at lower cost. Capitalize on this trend by building up your own auxiliary equipment lines — such as pumps, sprayers, elevators, crop dryers, garden tractors and many other units. At the same time, you'll strengthen your sales position for you'll expand your opportunities for extra sales.

And the way to easiest sales and more customer satisfaction is through equipment powered by Wisconsin Heavy-Duty Air-Cooled Engines. You offer on smaller equipment the same kind of dependability and durability your customers get from Wisconsin-powered combines, balers or hay choppers. All basic features of the big, V-type 4-cylinder engines are a part of the smaller engines, from 3 hp. on up. Among them are never-failing tapered roller bearings at both ends of crankshaft, fool-proof air-cooling in all weather and an easily-serviced OUTSIDE magneto with impulse coupling for fastest all-weather starting.

For ideas on additional lines, write today for new 64-page catalog covering over 250 applications and detailed specs on all 4-cycle single-cylinder, 2-cylinder and V-type 4-cylinder engines, 3 to 36 hp.



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines
MILWAUKEE 46, WISCONSIN

"We've had 14 Years to The FORD TRACTOR

say
J.C. and Warren Costin
of Costin Brothers,
Colorado City,
Texas



The Costin Brothers dealership is located in an easily accessible section of Colorado City. The building is neat, well kept, and there's always an attractive new tractor and implement display inside to interest customers.



The introduction of the new Ford Tractor early in 1953 was a big event in the history of Costin Brothers. Here, J. C. Costin is proudly showing off the new model to a local farmer who is also a vo-ag teacher.



change our minds...but Business is still tops with us"

➡ It's been fourteen years now since two brothers, J. C. and Warren Costin, started selling Ford Tractors in the area around Colorado City, Texas.

With the Ford Tractor and Dearborn Farm Equipment line, they have built a soundly profitable business and reputation among farmers in their area for good service and interest in promoting better farming methods.

"Always a Profitable Business"

"The Ford Tractor business has always been profitable," say the two Costin brothers. "In fourteen years, we've had many chances to change our minds and take on some other tractor and implement line, but we never saw anything as good as the proposition we had. Today, with the Ford Motor Company solidly behind both the tractor and the implements we sell, the future looks brighter than ever."

A Sound Business, Soundly Managed

Like other successful farm equipment dealers, the Costins have no magic formula. They understand, and practice, the fundamentals of good business management. They realize that, in dealing with farmers, good service is vitally important, and they give that kind of service. Their employees are well trained.

They are good traders and devote the same sound planning and close attention to the used equipment end of their business as to the new.

The Secret—If Any—Is FORD

As the Costin brothers themselves would be first to tell you, the big advantage they enjoy over competitors is the name "Ford" and what that name stands for among farmers.

This is an "exclusive advantage"—available only to dealers who handle the Ford Tractor and Dearborn Implement line.

TRACTOR AND IMPLEMENT DIVISION FORD MOTOR COMPANY Birmingham, Michigan



"Give farmers good service and you'll have them coming back," says J. C. Costin. This is just one corner of a service shop that's well-equipped and, by good service promotion, kept profitably busy all year 'round.



Used tractors and equipment are displayed on this lot, which immediately adjoins the main building. They are merchandised under an "Approved" check mark plan. Sound trades and fast sales are the rule.

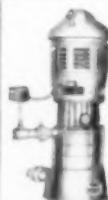
another reason why
you make more profit selling
DEMPSTER WATER SYSTEMS

...**EXPERIENCE!**



You can't discount Dempster's 75 years of experience in designing, engineering and manufacturing water systems when you choose the line you can sell most profitably. A reputation for efficiency and trouble-free service means more pre-sold customers; a record of three-quarters of a century of production means continuous satisfaction to dealers and consumers—and a guarantee that Dempster stands behind the quality of every Dempster pump. The success of Dempster water systems over the years is based on advanced design, sturdier construction, lower maintenance and higher efficiency. For every water supply requirement there is a Dempster pump that can meet the need.

All your water system demands can be met from one source—the modern Dempster plant at Beatrice, Nebraska . . . and as a Dempster dealer you are assured of prompt delivery from the nearest of eight Dempster branch warehouses or from stocks of distributors in principal cities throughout the world.



Write today for full details of the valuable Dempster dealer franchise.

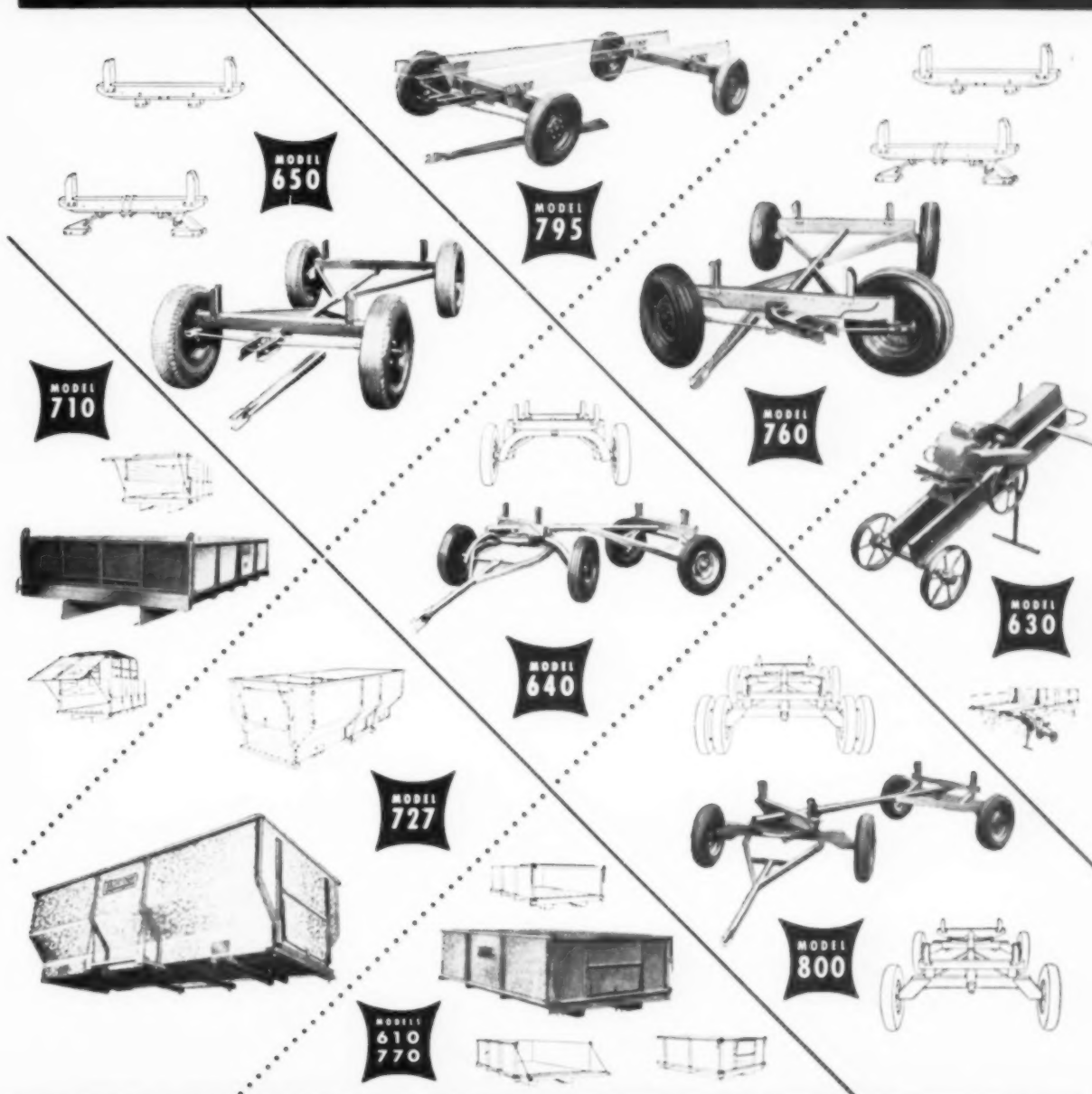


DEMPSTER MILL MFG. CO. BEATRICE, NEBRASKA

Branch warehouses and offices in Omaha, Nebr.; Kansas City, Mo.; Des Moines, Ia.; Sioux Falls, S. D.; Denver, Colo.; Oklahoma City, Okla.; Amarillo, Tex.; San Antonio, Tex.

ELECTRIC

America's Leading Wagons and Wagon Boxes



Write for the Name of Your Nearest Distributor
ELECTRIC WHEEL COMPANY • QUINCY, ILLINOIS

2803 CEDAR STREET



Oliver's new Crawler tractor, a full three-plow model, is built in four track widths—68, 60, 42 and 32 inches. It has high clearance for row crop work. Travel speeds range up to almost nine miles per hour

Oliver's New OC-6

A COMPLETELY NEW crawler tractor, the Oliver OC-6, designed for farm and orchard work has been announced by The Oliver Corp., Chicago, Illinois. The principal attraction of the OC-6 lies in its versatility to fit every type of farm and every cropping practice, the manufacturers assert.

A full three-plow tractor, it is built in four track widths—68, 60, 42 and 32 inches, track center to track center, and has high clearance for row crop work.

This new crawler follows the styling of the Oliver wheel tractor line and includes many of its advancements, the manufacturers state. They point out that the most important of these is the 6-cylinder, overhead valve engine in either diesel or gasoline types, identical with the engine in the 77 wheel-type model. The diesel engine is a true diesel, starts easily on diesel fuel; starting unit is a 12-volt electrical system.

Incorporated in the new crawler also is the six-forward-speed transmission. Travel speeds range up to almost nine miles per hour. The unit-construction transmission case, with two oil levels, is to reduce the amount of lubricant required.

Chief among the special units available for the new crawler is the independently-controlled direct power take-off which, according to the manufacturers, improves pow-

er take-off operations by maintaining full machine speed regardless of tractor travel speed being used. Not only is it possible to stop the forward motion of the tractor—by stepping on the traction clutch—without interrupting the operation of the power-driven machine, the manufacturers continue, but it is possible also to stop the machine without stopping the

tractor. The direct drive power take-off is equipped with a separate hand clutch, located beside the seat. It is driven directly from the engine fly-wheel and is independent of the tractor clutch.

The OC-6 can be equipped also with a hydraulic control system, with remote rams that are placed on trail-type and mounted implements and meets A.S.A.E. standards. Available too is a hydraulically-operated three-point hitch which will accommodate a tool bar and a large number of mounted implements.

One of the engine refinements is the metered oil system that is to avoid over-lubrication of piston rod bearings, and to keep oil consumption at a nearly constant low rate. Another feature is the bypass thermostat cooling system said to prevent "hot spots" in the engine and to permit it to warm up quickly and uniformly.

The steering principle is an advantage found in the crawler tractor, the manufacturers point out, in that both tracks are always under power, always pulling.

Burton Peek Honored



Burton F. Peek, chairman of the board of Deere & Co., right, is shown as he was presented a 65-year service pin by Chas. Deere Wiman, president, at the company's annual service recognition dinner in Moline. Peek, 81, is the only member of the present Deere firm who ever personally knew John Deere, the founder, and great-grandfather of Mr. Wiman



Ferguson Engineering Continues To Blaze the Trail!

... and Ferguson Dealers continue to reap the profits from Ferguson's dynamic engineering. Engineering that breaks with the past ... producing tractor and implement designs that are *originals*, not imitations.

For instance, only Ferguson Dealers are profiting from these recent and dramatic Ferguson engineering developments:

- Ferguson High-Speed Mower, which has done away with the old-style pitman, lets farmers mow all day without nerve-shattering vibration.

- Ferguson Side-Delivery Rake ... only tractor-mounted, lift-type farm rake with true

sideward action, moves hay from swath to windrow in half the usual distance.

- Ferguson Disc Plow ... designed around a rugged beam of tubular steel that eliminates excess weight, saves on fuel.

New inventions on the way!

Even more startling and revolutionary developments from Ferguson engineering are due to be introduced by Ferguson Dealers!

Wouldn't you rather be a *Ferguson Dealer* ... and have Ferguson engineering working for you? If so, write or wire directly to: Harry Ferguson, Inc., Racine, Wisconsin.

▶▶▶▶ YOU'LL SEE MORE AND MORE OF

Ferguson



This DIAL

is your assurance of **BIGGER
MORE PROFITABLE
Fertilizer Spreader Sales**



It's part of the amazingly accurate *Guaranteed* performance of **NEW IDEA Fertilizer Spreaders**

It's bigger sales and extra profits for you when you demonstrate NEW IDEA's positive control dial. A simple adjustment of the NEW IDEA dial and the farmer gets exact spreading to meet his own soil requirements. He can adjust for the kind of fertilizer he needs, too, and get the same perfect spreading even when the hopper is nearly empty. No other spreader will do a better job . . . and what's more NEW IDEA guar-

antees the accuracy and efficiency necessary for maximum profits. You'll be adding extra profits to your own pocket-book, too, when you sell the NEW IDEA line.

***NEW IDEA will spread ANY fertilizer in ANY amount . . . uniformly and accurately . . . without clogging . . . or money back.**

***10 to 5,000 lbs. per acre**

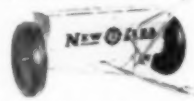


Models 88 and 100. Popular 8 and 10 ft. models for use on most farms.



Grass Seeder. Sizes to fit 8, 10 and 12 ft. models for seeding legumes and small grass seed.

Model SD 50A. Rear mounted broadcast and side dressing unit for Ford and Ferguson tractors.



Model EW "55." For small farms and hard to get into places.

Model 120. 12 ft. model for use on large farms



—another **GOLD IDEA** for you...

NEW **IDEA-HORN** Hydraulic Loaders

Models to fit
over 80 different
tractors

NEW IDEA-HORN
"LS." Fits large
standard type
tractors. Has
2,500 lbs.
break-away.



NEW IDEA-HORN
"50." Fits row
crop tractors.
Has 2,500 lbs.
break-away.

TEN fast selling attachments keep sales humming year 'round!

You can keep your sales up the year 'round by showing your customers how to get off-season jobs done quicker and easier with dependable New Idea-Horn loaders.

There's always a market for the hydraulic "hired hand" — and each season brings new attachment sales. For immediate profits — and repeat profits there's no better loader than the NEW IDEA-Horn. Farmers like them because they're easy to operate, simple to maintain and easily installed or demounted . . . yes, they're year 'round tools that mean year 'round profits for you!

NEW IDEA
FARM EQUIPMENT COMPANY
Division of **AVCO**
Distributing Corporation
COLDWATER, OHIO, U. S. A.

Dirt Bucket

Snow Scoop

Angle Dozer Blade

Manure Bucket

Bull Dozer Blade

Pitch Control

Loader Boom

Grapple Fork

Buck Rake

Push-Off Stacker



Better Parts Control Boosts Parts Volume

(Continued from page 124)

compared with the allowable maximum and minimum. Where the supply of an individual part has reached a critical level a red signal tab is attached to the right side of the card to indicate that it is necessary to reorder. As the part is ordered the tab is moved from the right to the left side of the card. When the order is received, the tab is removed.

"The tab system eliminates hours of time spent reviewing the cards to discover what is low and needs to be reordered," said Parts Manager J. B. Wright.

If the part fails to come in, a tab of another color replaces the red tab. This indicates the part was ordered but may be out of stock at the branch house. This is watched closely, and if the part does not appear within a month, the supplier is queried in an effort to learn when the part can be shipped. Customer back orders which have accumulated also are watched closely, for the filling of back orders sometimes will deplete newly-arrived stock.

"Stock record cards, accurately maintained, give a comprehensive sales picture of each part," Wright explained. "We never have to go to our bins to learn whether an item is in stock. We merely check our card file. You can see what this means when a customer calls in. We can give him prompt service. The same holds true for over-the-counter sales. No one is kept waiting. One look at the card and we have our answer."

Since the information maintained on the parts cards gives an accurate picture of the sales of individual parts, these cards are an invaluable help in reordering. Where steady demand for a part requires frequent reordering, the allowable maximum often is raised so that the part can be stocked in larger quantities. Slow-moving parts are not classified as deadstock, however, until they have been on the cards for five years.

"To many dealers, five years might seem a long time, but we feel that we must keep a part in stock until we can be certain that there will be no call for it. There are so many farmers in the area operating old equipment that we cannot afford to be without parts for their machinery. It would be

letting them down."

"The blessings of accurate stock control are readily apparent from the very beginning, for there are no lost sales resulting from inadequate inventory," said Wright. "And because your parts service is dependable, customers turn to you when they want to buy new machinery. New machinery requires proper maintenance, and proper maintenance is dependent upon parts."

"In my opinion, an efficiently operated stock control system is the answer to efficient buying,

improved customer relations and increased sales of new equipment," Stoneman said. "When customers replace old machinery they will consider first that dealer whose parts service is a dependable one."

Planned for Efficient Service

(Continued from page 123)

same distance apart as those of the circular fixtures.

Light uses these five tables to

display parts, accessories and supplies that are of a seasonal nature or which happen to be in strong demand at any given time. Each table contains related merchandise. For example, in the Spring, one table will be filled with a display of plow parts and allied merchandise. The top shelf, which receives first attention from most customers, contains plow parts in heaviest demand such as plow shares, spear head points, moldboards, etc., while the lower shelves contain the slower selling items such as hub caps, bumper washers, discs, etc.

As each new farming season approaches, some of the displays are rearranged with new merchandise properly suited to the particular season.

Light's idea is to keep all parts and allied merchandise constantly before his customers as reminders for their probable future needs. Sales of accessory merchandise can bring important volume. Accordingly, Light frequently uses the rectangular tables for displays of such items of greasing equipment, as grease guns, oil cans, and containers of the various kinds of oil and grease. Another table often is devoted to displays of steering wheels, tractor seats and similar merchandise, while a third table will contain packaging material for owners of home freezers.

Each row of parts bins is fronted by an upright cabinet of shelves on which are placed displays of other parts and supplies. These face the customer as he is being served at the parts counter.

Display Pays Off

Effective also are fixtures used for displaying tools and plow points. Each of these fixtures is of triangular design affording three sides for display. Since they are vertical-type displays they allow maximum display but require only minimum space. Displayed on the tool fixture are wrench sets, pliers, hammers and other small repair tools. A similar fixture is used for display of parts for garden tractors.

As an added inducement for customers to visit and linger in the store, a coffee dispenser is located at the end of the parts counter. Nearby is a soft drink machine and a small lounge, complete with table and chairs for the convenience of customers. This provides that extra gesture of friendliness which Light feels has played an important part in attracting new customers.

Get an **Exclusive Franchise**

Sell MIDLAND DANDY BOY
Year 'Round Garden Tractors



MIDLAND gives you...

Midland's protective franchise authorizes you alone to sell Midland Dandy Boy models in your territory. You offer 2½, 3 and 5 hp. types, with 5 forward speeds plus reverse. Also, 31 attachments for year 'round jobs — year 'round sales.

Use coupon today for complete details of Midland dealer plan.

1. COMPLETE LINE
2. YEAR 'ROUND SALES
3. Merchandising plans that help you sell.
4. Active field representatives to help you.

THE MIDLAND CO., Dept. 5H-2 South Milwaukee, Wis.

Send me complete dealer information.

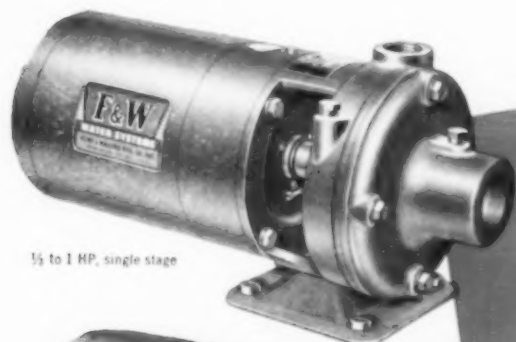
Name _____

Street _____

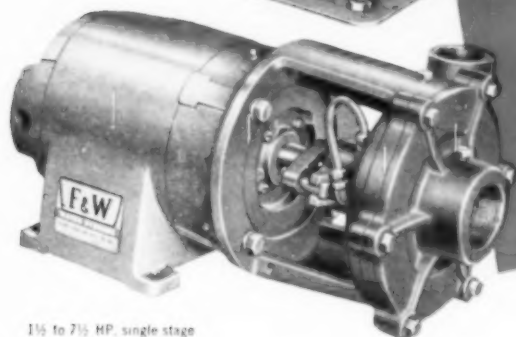
City _____

Zone _____

State _____



1/2 to 1 HP, single stage



1 1/4 to 7 1/2 HP, single stage

**New Big Sellers
for
F&W DEALERS**

New High-Capacity, Centrifugal Pumps for Irrigation, Air-Conditioning, Many Uses

These new F & W shallow well centrifugal pumps open up a new market opportunity for you. They've been designed especially for irrigation, air-conditioning, and industrial purposes in many diversified uses.

• • •

► Offered in 1 and 2-stages, with 1/4 to 7 1/2 H. P. Motors, they are extremely efficient, compact, rugged and dependable, providing capacities up to 165 gallons per minute and pressures up to 80 pounds.

► As in all F & W Pumps, simplicity and quality are paramount. Accurate machining and precision assembly of corrosion-resistant parts plus expert craftsmanship make these pumps proud additions to the F & W complete line.

► Complete descriptive literature is available, listing the many outstanding design and construction features of these fine pumps. Ask for Folder No. 209. They meet every demand for economy and durability. Write for full information at once, and get your share of this profitable pump business!

FLINT & WALLING MANUFACTURING CO., INC., 219 Oak Street, Kendallville, Indiana



F & W Varijet

Exclusive, patented design pumps 40-70% more water while using less electricity than other shallow-well jets.



F & W Multi-Stage Deep Well Jet

For that needed extra pressure! New automatic control valve assures maximum capacity under varying well conditions.



F & W Multi-Purpose Jet

Adaptable! Can be changed from shallow to deep well by removing jet and placing at proper point in well. No extras to buy!

F&W means Flowing Water by Flint & Walling



Left to right, Julius J. Molitor, newly-elected president of the association; Alva F. Vaughn, retiring president, and Earl E. Kirk, a director of NRFEA and a speaker on the convention program

Mississippi Valley Meeting

THE 47TH ANNUAL convention of the Mississippi Valley Farm Equipment Association was held in St. Louis, Dec. 8-9-10.

The theme of the convention—"It's Your Business"—also was the topic of the opening address by Alva F. Vaughn, Palmyra, Mo., president. He was followed by Fred F. Berry, St. Louis, president of the St. Louis Farm Equipment Association whose subject was "Your Business Is Our Business." Otto H. Romann, Granite City, Ill., as a national director of the NRFEA, gave a "Report from Chicago." Harold B. Halter, St. Louis, NRFEA public relations director spoke on "Implementing Your Business."

New Officers

New officers elected were: Julius J. Molitor, Breese, Ill., president; Willard B. Middleton, Jr., Bowling Green, Mo., vice-president; W. E. Parsons, St. Louis, managing director; Beverly Anderson, St. Louis, secretary-treasurer; Otto H. Romann, Granite City, Ill., national director.

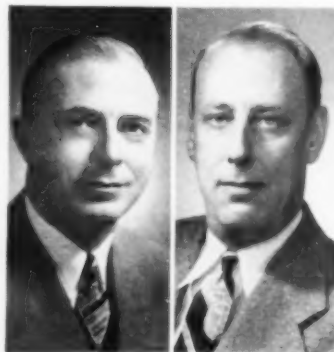
One addition was made to the board of directors to replace Middleton who moved up to the office of vice-president. He was Ferd Beckman, Murphysboro, Ill. Other members of the board are: Lee V. Hauter, Jerseyville, Ill.; Rolie

Eakin, Vandalia, Ill.; Delmar C. Emge, O'Fallon, Mo.; William Ranz, Trenton, Ill.; K. O. Barley, Ste. Genevieve, Mo.; Russell Ellis, Ridgeway, Ill.

Ferguson Names Four to Marketing Posts

"TO FURTHER strengthen selling effort in the increasingly competitive farm machinery market," according to announcement from Harry Ferguson, Inc., Detroit farm equipment manufacturer, several veteran company executives have been named to new marketing positions.

J. L. Hooker, formerly product



Earl Lane

J. L. Hooker

education manager for the company, has been appointed sales manager. Hooker brings a wide background of practical sales experience to the new assignment, previously holding positions as regional parts manager, regional manager and Michigan branch manager as well. Hooker joined the company in 1946.

Earl Lane will be the company's assistant sales manager, a newly-created position. Lane was a former regional manager and purchasing agent, joining Ferguson in 1947.

New regional sales appointments are Vernon Cashman, western regional manager and E. J. Latkowski, north central regional manager.

Bale-O-Matic Moved to Louisville Plant

MANUFACTURE of the Minneapolis-Moline Co.'s hay baler, the Bale-O-Matic, has been transferred from the Como plant in Minneapolis, Minn., to their plant in Louisville, Ky., W. C. MacFarlane, president and general manager of the company, has announced. The Como plant was closed November 1, 1953 and leased to the U. S. Air Conditioning Co.

The Bale-O-Matic is an automatic wire-tie hay baler that forms bales under compression. Company engineers state that bales from 30 to 45 inches in length may be formed. The hay is sliced into layers as the bale is compressed so the hay may be evenly distributed for feed.

A new wire tying mechanism has been designed for the baler and engineers state that this mechanism eliminates wire clippings.

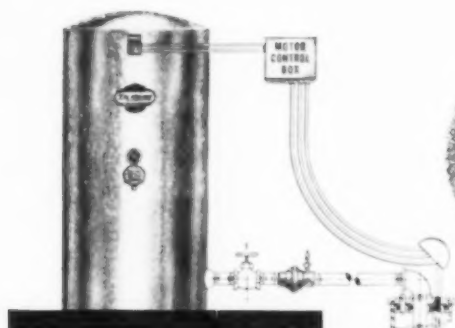
Other Features

Other features include a V-belt driven 54-inch pick-up that can be raised or lowered to follow the ground contour; safety spring release clutches on all drives to protect the baler from field obstructions; safety shields to protect the operator; self-starting equipment; and an air-cooled, V-type, 4-cylinder engine.

Hydraulic power for raising and lowering the pick-up is optional equipment and engineers state that the Bale-O-Matic can be used either as a pull-behind unit or as a stationary baler to bale from windrow or stack.

DEMING

*Sales Leaders
in Water Systems*



**FIG. 6700 SUBMERSIBLE
for Deep Wells**

Deming-engineered and Deming-Built. Quiet operation. Easy to install. Requires no pump house. Made of corrosion-resistant materials. Water-cooled and water-lubricated. Many other features. Capacities up to 1500 gals. per hour. Write for Bulletin 6700.



**FIG. 4963
CONVERTIBLE for
Shallow or Deep Wells**

Easily converted without the use of special tools.



Because of its vertical construction, pump can be used over or offset from the well. Occupies minimum floor space. Construction features assure quiet operation. Capacities up to 2450 gallons per hour. Write for Bulletin 4960.

• Bigger Line • Bigger Sales • Bigger Profits
for every Deming Distributor and Dealer

Deming backs you up with a complete line of pumps and water systems to meet all needs . . . high standards of pump engineering and manufacturing . . . advertising and sales promotional helps . . . and a friendly, man-to-man kind of relationship that stimulates teamwork. You'll sell more and profit more when you sell the Deming Line.

THE DEMING COMPANY
519 BROADWAY • SALEM, OHIO





While local farmers look on, a "Super 77" runs up the final windrow during a field test made on the farm of R. C. Wells, South Charleston, Ohio. Hay was

third cutting alfalfa. Tests like this on private farms demonstrated the "Super 77's" superior capacity under all crop and field conditions.

New "Super 77" gives you

Here's the twine-tie that bales up to 12 tons an hour . . . and more!

It makes every custom operator and big-acreage farmer a New Holland prospect

Speed spells success on any farm, and it's the key factor in harvesting good hay. To give short-handed farmers the speed they're asking for, New Holland proudly introduces the "Super 77."

Design is based on the time-tested features of the famous Model 77, America's most widely used baler. The big increase in capacity is made by 25 new improvements to cut friction, reduce power waste.

Result? A "Super 77" will outbale any other twine-tie regardless of crop or field conditions.

To demonstrate this, New Holland engineers ran

production models of the "Super 77" in field tests on private farms in all parts of the United States throughout the '53 season. The results are now being told nationally in dramatic advertisements.

Performance of the "Super 77" is further proof of New Holland's right to the title, "First in Grassland Farming." All New Holland machines are built to give farmers greatest returns and to give dealers the strongest competitive advantage.

The New Holland Machine Co., New Holland, Pa.
A subsidiary of The Sperry Corporation.

NEW HOLLAND



"First in Grassland Farming"

New Holland, Pa. • Minneapolis • Des Moines • Kansas City • Columbus • Charlotte • Lockport, Ill. • Brantford, Ontario



A New Holland engineer explains the new suspension of the re-designed pickup on the "Super 77" to farmers attending a field test. New sealed roller bearing cam followers have been installed to increase service life and reduce maintenance costs.



the top of the market!



Farmers know there's nothing easier and cheaper to feed than a neatly sliced New Holland bale. And with New Holland's top capacity, they can harvest their hay just at the right stage of curing.



Baling with a "Super 77," this wagon was loaded in 13 minutes. Here it goes into the barn for R. C. Wells' 35 milking Holsteins.



It's profitable, highly profitable to carry New Holland Twine. Farmers know it's certified by the U. S. Testing Co. for full length, quality, and strength.

New "Straight Through" Baler Being Introduced by New Idea

NEW IDEA FARM Equipment Co., Coldwater, Ohio, has introduced a new "straight through" baler which they state has a large, free floating pick-up and an exclusive continuous tying mechanism to eliminate all skip tripping and double tripping.

Twine or Wire Tie

The baler, available with twine or wire tie, can be powered with a 23 hp engine, or by power take-off of a two-plow tractor. The manufacturers point out that under favorable field conditions and with an efficient operator, the baler's capacity is eight tons an hour. Bale weight can be regulated and the machine can be adjusted for bales of three different lengths—32, 38 and 44 inches. Shearing knives which slice the bales are adjustable or removable for sharpening.

The entire mechanism of the machine is protected by two shear bolts in the fly wheel and main drive sprocket. Both the infeed and feed ram are equipped with overload releases and a throw-out operated from the tractor seat allows

the operator to stop the pick-up and auger while the feed ram continues operating to clear out an excessive load.

Tying mechanism of the wire-tie machine is of the four-coil type, but the baler is equipped with double wire boxes holding a total of eight coils. A splice can pass through the tying unit, the manufacturers state, thereby avoiding time consuming rethreading.

The tying mechanism of the twine machine is supported in a heavy cast frame and is well braced. The knotters are of an accepted, field-proven system, and each of two twine boxes hold two balls of twine.

Plunger face slots are covered by spring loaded steel doors, standard equipment, which prevent hay and other material from entering the slots and impeding the needles.

The manufacturers point out that a pull bar on each side of the plunger eliminates binding, reduces wear, and replaces conventional ramming with non-jarring hugging action. They add further that this design places all working

parts close together, allowing a more durable and compact machine which is easily stored.

The bale chute, standard equipment, can be raised or lowered as desired for loading on wagon or ground. One side of the chute can be lowered to allow the bales to fall to one side, giving proper clearance between bales and the next window.

Butler Appointed Service Manager of Ford Tractor

W. E. BUTLER, widely known executive in the farm equipment industry, has been appointed manager of the service department, tractor division, Ford Motor Co., Birmingham, Mich., according to O. L. Wigton, general sales manager. He succeeds W. B. Garber, who has been assigned to special projects in product sales and service.



W. E. Butler

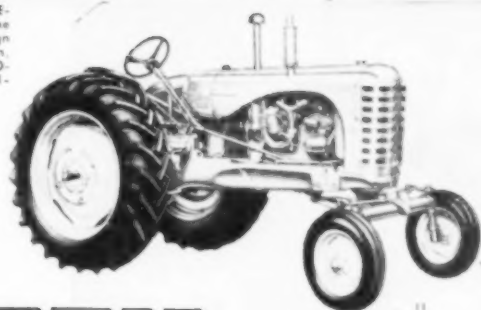


Mechanism of machine allows New Idea Farm Equipment Co. baler to be fully automatic for one-man operation. Under favorable conditions, baler's capacity is eight tons an hour. Baler is available with twine or wire tie; can be powered with a 23 hp engine, or by power take-off of a two-plow tractor. Splice can pass through tying unit, thus avoiding time consuming re-threading

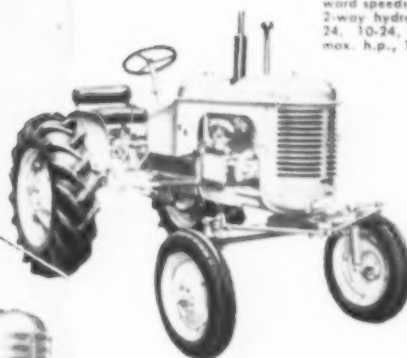
Butler was formerly executive vice-president of the Galloway Co., Inc., Waterloo, Iowa, farm equipment manufacturing company. He joined that organization upon graduation from Northwestern University in 1940, becoming a part owner and member of the board of directors in 1945. He resigned from Galloway and joined the Ford tractor division in August, 1953.

Butler was a founder and first president, 1950-1952, of the Allied Farm Equipment Manufacturers Association, representing more than 200 small manufacturers. In 1949 and 1950, he served on an industry advisory committee to the Department of Agriculture and in 1952 he served on a similar committee to the Office of Price Stabilization.

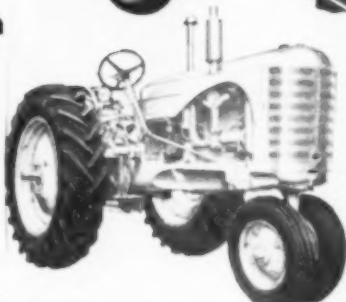
NEW . . . 3-PLOW 33 DIE-SEL, 201 cubic inch engine with Balanced Power Design . . . Dyna-Cell Combustion, 5 forward speeds, Depth-O-matic hydraulic system, 11-38, 12-38 tires.



NEW . . . 1-2 PLOW PACER 91 cubic inch engine, 3 forward speeds, Depth-O-matic 2-way hydraulic system, 9-24, 10-24, 6-20 tires, 16 max. h.p., 18 belt test.



NEW

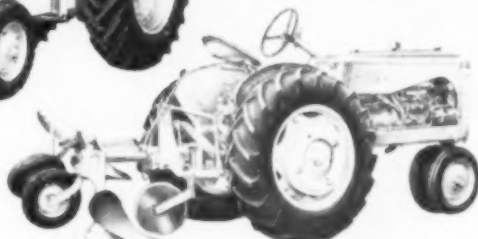


from Massey- Harris



NEW . . . No. 31 LOADER . . . heavy duty front end loader for Massey-Harris 44, 44 Special and 55 tractors. Equalized ram pressure, complete visibility. Variety of attachments.

NEW . . . 3-4 PLOW 44 SPECIAL, most powerful row crop in its class, 277 cu. in. engine, with Balanced Power Design, 5 forward speeds, follow-up hydraulic system, 11-, 12-, 13-38 tires.



NEW . . . 3-4 MOUNTED PLOW . . . single furrow 2-way plow for Massey-Harris Colt and Mustang. Bottoms rotate on central shaft, 16-inch coulters, 14 or 16-inch bottoms, 3-point hitch.

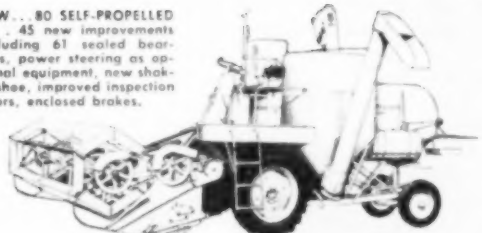


NEW . . . 60 COMBINE . . . patterned after Massey-Harris 80 and 90 Self-Propelled, 28-inch cylinder, full "cylinder-width" body design. Sealed bearings, vertical elevator, 10-foot Self-Propelled, 7-foot P.T.O.

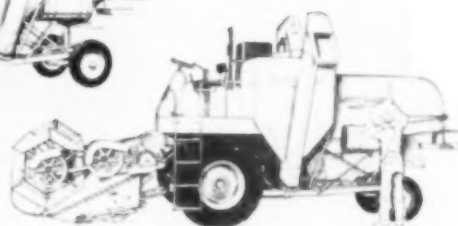


NEW . . . 35 WHEEL HARROW . . . hydraulically controlled wheel unit makes for fast transport — easier turns, 8-sided adjustable bearings. Simple adjustments. Variety of widths.

NEW . . . 80 SELF-PROPELLED . . . 45 new improvements including 61 sealed bearings, power steering as optional equipment, new shaker shoe, improved inspection doors, enclosed brakes.



NEW . . . 90 SELF-PROPELLED . . . 45 new improvements, including 61 sealed bearings, optional power steering, new shaker shoe, improved inspection doors, enclosed brakes.



This continuing parade of new and improved products from Massey-Harris gives you more and better tools to help the farmer cut labor costs, build up production, reduce field time.

It's a program that results in greater efficiency in tractor engines . . . cleaner separation in combines . . . easier adjustments and more accurate control of implements.

Moreover, it means tools that have greater customer appeal, more features to show and demonstrate . . . more reasons for the farmers to invest their equipment dollars in Massey-Harris machines.

For 1954 this program adds 22 new tools to the 1001 combinations of machines already in the Massey-Harris line.

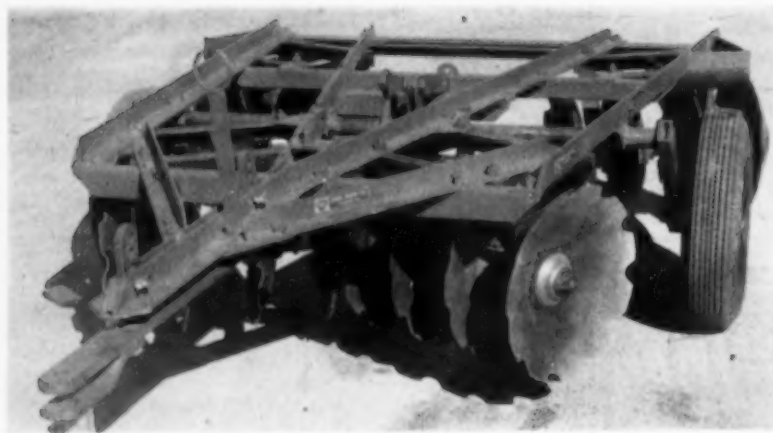
It will pay you to take advantage of the sales potential this program provides. Look into the Massey-Harris franchise soon — there may be a dealership open in your territory now. Write branch nearest you for details.

THE MASSEY-HARRIS COMPANY
Racine, Wisconsin

BRANCHES AT

Atlanta, Ga.; Baltimore, Md.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Indianapolis, Ind.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Oklahoma City, Okla.; Omaha, Neb.; Portland, Ore.; Racine, Wis.; Springfield, Ill.; Stockton, Calif. Sub-branches: Amarillo, Texas; Enid, Okla.; Harrisburg, Pa.; Los Angeles, Calif.; St. Louis, Mo.; Wichita, Kan.

*Keep Your Eye on
Massey-Harris*



King Plow Co. Announces New Disc Harrows

KING PLOW Co., Atlanta, Ga., announces the addition of the Wheel-O-Matic series of wheel type tandem disc harrows to their line of implements.

The Wheel-O-Matic harrow is ideal, the company states, for destroying corn stalks, brush and all open field work. The wheels afford easy transportation from one field to another and also are used to gauge the depth of cut desired. These drop center wheels are bearing mounted on a sturdy round high-carbon shaft. The leveling adjustment permits control of front and rear sections.

The harrow has a depth control attachment that is used with single acting cylinders, although it is mounted for ASAE 8" stroke hydraulic cylinders.

The harrow is made in 6½', 7½', 9' and 10½' sizes, having either 16", 18" or 20" discs on 7½" spacings.

The 9" spacing harrow is made in the 6' and 7½' sizes, having 22", 23" or 24" disc blades.

Lyons Succeeds Keogh at Allis-Chalmers

J. A. KEOGH, vice-president and comptroller, Allis-Chalmers Manufacturing Co., Milwaukee, Wis., retired as of December 31 and is succeeded as comptroller by T. D. Lyons, assistant comptroller since 1951.

Keogh joined Allis-Chalmers in 1904 as an accountant at the West Allis, Wis., Works. He was elected comptroller in 1932 and vice-president in 1941.

Lyons started at the company's

Boston Works in 1937 after receiving his degree in industrial engineering from Northeastern University. He was transferred to West Allis Works in 1942.

Klein to Head Tractor Sales for Allis-Chalmers

WILLIAM J. KLEIN, manager of the Minneapolis branch, tractor division, Allis-Chalmers Manufacturing Co., Milwaukee, Wis., has been named vice-president and general sales manager of that division, according to an announcement by W. A. Roberts, president.

Klein started his career with Allis-Chalmers as a salesman in

1928 at the Sioux Falls, S. D., branch, and shortly thereafter became a blockman in the northwestern part of South Dakota with headquarters at Mobridge.

In November 1929 he was made a special factory representative and in November 1930 he opened the company's Minneapolis branch.



William J. Klein

When the Minnesota chapter of the Soil Conservation Society of America was chartered he was elected its first president, an office he held when he left Minneapolis. He also is a past president and a member of the current board of directors of the Northwest Farm Equipment Association; and was a member and chairman of the Agricultural Committee of the Minneapolis Chamber of Commerce.

Organizational Changes Announced by Carolina Ford Tractor Co.

NEW ORGANIZATIONAL changes have been announced by J. R. Surtman, president of Carolina Ford Tractor Co., following a recent dealer meeting held in Charlotte, N. C.

J. L. Canady has been appointed assistant sales manager and will supervise parts and accessories sales, service sales, used equipment sales and field service for the company.

E. C. Thomas has been named to the post of sales promotion manager and will have as his responsibility dealer and distributor sales programs and new dealer development.

As education director, T. C. Feezer will supervise product edu-

cation, new product development and personnel.

J. H. (Shot) Cox has been appointed district supervisor for the western North and South Carolina sales territory.

In addition, the following new personnel have joined the organization: W. A. Masterman, formerly manager of Farm & Industrial Equipment Co., Charlotte, becomes district supervisor of the northwestern North Carolina sales territory; W. D. Chanter, formerly manager of Allied Equipment Co., Charlotte, becomes industrial sales manager and will supervise industrial sales, allied products, and irrigation sales. He will be assisted by John Easton.

**Your customers need
approved storage to
protect next season's
grain profits...**

Order **BUTLER** bins now!

Wheat and corn (and other major crops) are away below support prices. Look at these charts. Elevators, terminals and on-the-farm facilities are bulging with a huge carry-over. Everything points to a storage crisis—to a huge demand for bins *next season*. Don't be caught short in a flood of last-minute orders. Order Butler bins **NOW**—deliver every customer—and really cash in!

Proved big volume sellers! Your customers know the high quality of Butler bins. They are weathertight, rodent-proof, easy to erect. Butler bins are U.S.D.A. approved storage—they qualify for the 60-month fast tax write-off and are eligible for PMA storage facility loans.

Build plus-volume. Sell Butler Force-Aire crop drying equipment. Every farmer who stores his own grain is a prospect. He should install a drying system to keep his grain safe for better seed, feed and higher prices. Force-Aire is a highly efficient, *low-cost* system that circulates natural, unheated air through the grain. Allows farmers to store 18 to 24% moisture grain safely.

Butler helps you sell. Big Butler ads will appear in farm magazines—selling Butler bins and Force-Aire for you. Butler helps you with store posters, stuffers, direct mail and ad mats.



New Butler Force-Aire crop drying equipment gives you a complete grain conditioning unit for all Butler bins in single or multiple installations. Arrows show how ducts distribute air evenly throughout grain. Butler bins are available in the following sizes: 1,000, 1,330, 1,650, 2,200, 3,276 bushel.

Be a Butler Blue Ribbon Dealer! Cash in on the opportunity a Butler Blue Ribbon dealership offers you. Your customers know Butler quality. Your sales are clean—there's no trading on Butler bins, stock tanks and hog feeders. You are backed by sales-building advertising and merchandising that'll help build off-season sales... add profitable new volume. Get all the facts. Mail the coupon below **TODAY**.



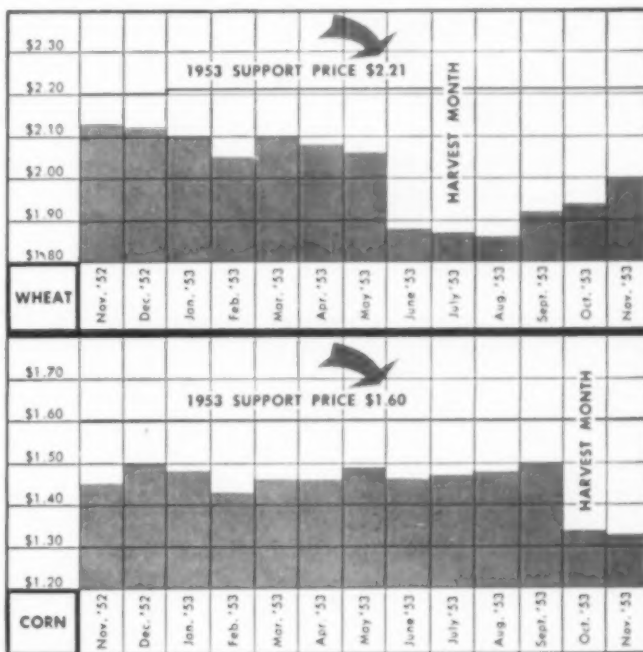
BUTLER MANUFACTURING COMPANY

Manufacturers of Oil Equipment • Steel Buildings
Farm Equipment • Cleaners Equipment • Special Products

Factories located at Kansas City, Mo. • Galesburg, Ill. • Richmond, Calif.
Birmingham, Ala. • Minneapolis, Minn.



"I cleared 18¢ a bushel more on my wheat with my Butler bins and Force-Aire crop drying equipment," says Elmer H. Miller, White Pigeon, Mich. His profit story was duplicated throughout the country last year by other Butler owners.



Farm storage pays! Shown above are average national support prices and on-the-farm prices for wheat and corn, Nov. '52 through Nov. '53 (15th of each month). Note low prices at harvest time, which is typical of all major grains during the period charted.



For prompt reply, address office nearest you:
BUTLER MANUFACTURING COMPANY
7394 East 13th Street, Kansas City 26, Missouri
929 Avenue W, Ensley, Birmingham 8, Alabama

I'm interested in the new sales opportunities a Butler Blue Ribbon Dealership offers. Please send me more information.

Name _____
Business _____
Address _____
Town _____ County _____ State _____

Computing a Flat-Rate Schedule

(Continued from page 121)

ing up-to-date in our planning, for we have been able to quote them flat rates before most other similar service departments located in our territory have adopted the plan.

The service department caters only to owners of the equipment sold by the company.

There still are a few jobs on which the service department does

not quote a flat rate, among these being rear-end overhaul. However, Sanderfer is still computing flat rates. Eventually, almost every type of service the shop is called on to perform will be covered by the schedule.

In determining his present flat-rate prices on the basis of average cost and records kept in the past, Sanderfer goes about it something like this:

For example, he is keeping an accurate record of labor that goes into each rear-end overhaul, by model tractor repaired. When he

performs this job on three different tractors of the same model, he adds the labor costs of the three jobs then divides by three. The resulting average establishes the flat-rate for a rear-end overhaul for that particular model tractor.

He follows this procedure only unless he finds a wide variation in the cost of each of the three jobs, in which case he simply waits until he feels he has processed enough of these jobs to determine a fair average.

In calculating the flat rate for the more common jobs, like clutch overhaul or replacement, he was able to utilize cost figures on numerous jobs in arriving at an average rate; and in these, the cost varied slightly from job to job.

In figuring the flat rate for a specific job, he calculates labor at \$2.00 per hour, the same rate the customer pays on an unusual job on which a flat-rate has not been established.

Establishing the schedule in this shop was somewhat simplified by the fact that the shop repairs only one make of tractor. The main complication that arose, says Sanderfer, was in the wide variation in the cost of certain jobs on the various models of this particular make.

"If we repaired all makes, though, we still could establish a flat-rate schedule," he explains. "By keeping cost records on each job on each make of tractor until we did the same job three or more times, we could determine the average labor cost of each job. It would require longer, of course, to establish a schedule for several makes of tractors, but it could be done, simply by checking our records."

Lowest Figure

"We are convinced that the flat-rate should not be at the lowest figure established by checking the various jobs, nor the highest. One job may give more trouble than another and labor time piles up. This figure should not be the base for the flat-rate, nor should a job in which everything went off perfectly resulting in an abnormally low labor cost."

"The only fair system for the customer and the company alike is to take figures from enough jobs to establish a fair average and set the rate accordingly. Thus the easy job makes a little extra profit to compensate for the job where nuts shear off or other troubles arise to run up time."

for dependable outstanding performance

SPRAYING SYSTEMS
BoomJet®
SPRAY NOZZLES

Patent No. 2,619,368



Write for Bulletin 66

up to 66 feet wide with one nozzle

Developed and originated by Spraying Systems Co. Made in all brass for broadcast spraying of grains and grasses . . . in all aluminum for liquid fertilizer spraying. Can be set to spray to both sides or one side only.

SPRAYING SYSTEMS
TeeJet®
SPRAY NOZZLES

Patent No. 2,621,678



Write for Bulletin 58

with interchangeable orifice tips

Over 400 interchangeable orifice tips. Selection to meet exactly any requirement in capacity and spray angle. Flat spray tips, hollow cone, full cone and straight stream. Precision machined orifices.

SPRAYING SYSTEMS
GunJet®
SPRAY GUNS



Write for Bulletin 65

for pressure from 30 to 800 pounds

Ruggedly built, heavy-duty guns for orchard, livestock and spot spraying. Adjustable spray. Hardened stainless steel orifice tips. Full range of sizes.

Spraying Systems products are installed as original equipment and supplied as replacement parts by most of America's leading manufacturers of farm spraying equipment. Write for information.

SPRAYING SYSTEMS CO.

3277 Randolph Street
Bellwood • Illinois

Brillion Rotary Hoe Has Sectional Construction

A NEW ROTARY hoe, known as the Work-All rotary hoe, has been added to their line of soil preparation implements and Sure-Stand grass seeders. Brillion Iron Works, Brillion, Wis. has announced.



Sectional construction heads the list of new features. Each of the independent sections contains its own weight box and is centrally hinged to follow the ground contours at all times.

Heavy-duty, staggered teeth in large cast hubs assure complete area coverage and full penetration regardless of terrain, the manufacturers state. Extra clearance also has been provided to prevent trash from accumulating and the distance between front and rear wheels is adjustable to the operator's needs.

James Poultry Division Announces New Waterer

B. F. ZAFFKE, vice-president in charge of poultry division, James Manufacturing Co., Ft. Atkinson, Wis., announces production of a new Jamesway float type waterer for chicks, growing flocks, broilers and layers. It features a 4"-wide galvanized steel cover that provides extra roosting space and keeps droppings out of the trough.

The water inlet in the V-trough is placed $\frac{1}{8}$ " above the bottom to prevent sediment from sifting back into the float box. A brass strainer over the hole keeps litter from getting into it.

The V-trough runs from the float box in either or both directions. With standard trough lengths of 6' and 8', waterers are available in lengths of 6', 8', 12', 14' or 16'. Both the trough and cover are adjustable in height—to grow with the birds—and are held at any level on the 18"-high stands by locks that screw into position.

The galvanized steel trough and float control box are finished in

high-baked enamel and have caulking strips between them to prevent water leaks. Welded ends of the trough slope at an angle to make cleaning easier.

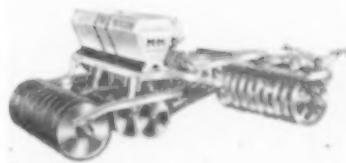
The low water level is maintained at a constant height by the automatic operation of the totally-enclosed brass float.

Minneapolis-Moline Adds New Plow Drill

A NEW PLOW drill, the PC, designed for use with three- and four-bottom plows, has been added to the farm equipment line of Minneapolis-Moline Co., Minneapolis, Minn., and is composed of a packer, drill, and press wheels.

According to company engineers, the PC will enable farmers to take advantage of good soil and weather conditions to plow, pack, seed, and cover in one trip over the field. Heavy gumbo and other soils that are workable for only short periods of time need to be in workable condition only once when the new drill is used, they add further.

The packer frame and bearing hangers are constructed of steel. Eighteen-inch diameter V-shape packer wheels are used to break up clods and to provide a smooth track for the drill discs.



The drill on the PC is the same basic design as other drills in the company's line with a keystone shape hopper and bushel per foot capacity. Fluted feed, with die-cast corrugated cylinder, and seed cut-off is used. These have been features of the Minneapolis-Moline Co.'s monitor drills since 1935.

The PC plow drill has 20" diameter disc type press wheels with semi-pneumatic tires as standard equipment. According to the company engineers, these tires absorb the shocks of rough ground or rocks to protect the drill. It is said that the flexing of the tires tends to make them self-cleaning.

The PC is available with either lever lift or power lift. The engineers state that the use of the power lift is an exclusive feature of this unit and with it the drill can be raised or lowered by the operator from the tractor seat.

Silloway, Retired Deere Vice-President, Dies

FRANK SILLOWAY, 77, retired first vice-president of Deere & Co., and also a former president of the Farm Equipment Institute (1943), died in Moline, Ill., December 25.

Silloway was a member of the John Deere organization 46 years, previous to his retirement in 1948. He was graduated from the University of Minnesota with LL.B. and LL.M. degrees but entered the farm equipment industry as stock clerk for Deere & Webber Co. in Minneapolis in 1902.

Silloway served in various capacities and did outstanding work in the export department. He served the company abroad in establishing and improving John Deere sales outlets.

In 1936 Fortune magazine, reviewing the 99-year growth of Deere & Co., compared Silloway to "the legendary model executive" in describing his organizational and business ability.

Elected vice-president in charge of sales in 1919, he continued in

that position until he was elected first vice-president in 1946.

Silloway was a golfing enthusiast, was active in Community Chest and Boy Scout work and was a member of the board of directors of the Tri-City Symphony Orchestra.

He is survived by his wife, two sisters and several nieces and nephews.



Frank Silloway



Deere Announces New Grassland Drill

A NEW GRASSLAND drill, the Model "GL," has been announced by John Deere, Moline, Illinois. The new implement is designed specially to help the farmer overcome seeding problems often faced in establishing pasture and in re-seeding and fertilizing permanent

pastures.

With the grassland drill, the farmer can plant any desired mixture of small grains, grasses, and legumes without destroying the good pasture crop already standing. The implement allows deep-placing of fertilizer, going as deep as nine inches, at the same time maintaining the shallow planting depth recommended for most small

seeds. This is said to eliminate the plowing operation, permitting grazing up until reseeded date and reducing danger of erosion and loose soil on sidehills. The deep trenches made by the grassland drill serve as reservoirs, catching and holding water to be used in plant growth.

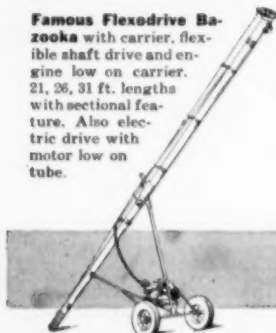
The implement is flexible and may be used as a regular grain drill, planting all seeds generally handled by such machines.

Sturdily constructed, the fertilizer box is made of 16-gauge galvanized steel specially treated to withstand the corrosive action of acid fertilizers. The box-type frame is made of heavy bar and angle iron, while heavy-duty axles are welded to a strong two-piece shaft which extends the full width of the frame and supports the full weight of the drill.

The adjustable gate fluted force feeds assure accurate planting of grains and large grass seeds. Star-type fertilizer feeds handle all commercial fertilizers in uniform quantities. Long narrow applicators are designed with two openings, a forward opening for releasing fertilizer at the desired depth and a rear opening for placing

There's a **BAZOOKA** Spiral Grain Loader Reg. U. S. Pat. Off. For Every Grain and Seed Handling Requirement

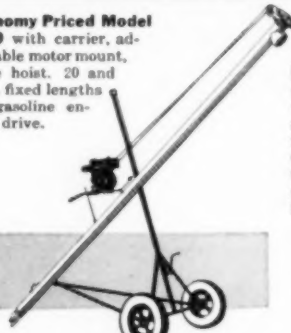
Famous Flexodrive Bazooka with carrier, flexible shaft drive and engine low on carrier. 21, 26, 31 ft. lengths with sectional feature. Also electric drive with motor low on tube.



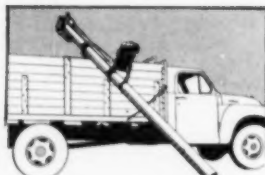
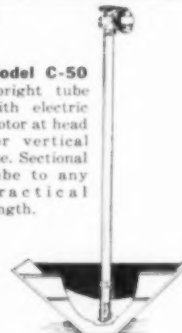
Super A-50 high elevation Bazooka with Flexodrive, scissors carrier and engine low on tube. 36 and 41 ft. lengths with sectional feature. Also available with electric drive.



Economy Priced Model B-50 with carrier, adjustable motor mount, cable hoist. 20 and 26 ft. fixed lengths for gasoline engine drive.



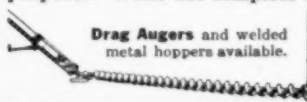
Model C-50 upright tube with electric motor at head for vertical use. Sectional tube to any practical length.



Bazooka Truck Unit with swivel bracket, adjustable engine mount and stub shaft for drag auger, 14 & 20 ft. fixed lengths. Also electric drive with motor at head.

You Can Meet the Needs of All Buyers With This Complete Line of Quality Built, Competitively Priced Machines!

Five different models...all of heavy lock joint tubing with helicoid flighting and high speed sealed bearings throughout. Sectional tube construction where desirable and practical. Choice of electric or gasoline motor drive in most models. Custom built machines for special purposes. Write for complete descriptive literature and full details on Bazooka dealer plan.



Drag Augers and welded metal hoppers available.

Distributed by

IMPLEMENT SALES CO.
3455 Ponce de Leon Ave.
Decatur, Georgia

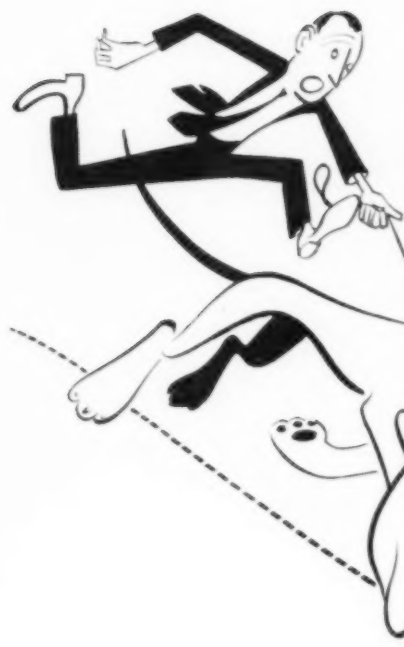
McNEES SALES CO.
340 West Olive Ave.
Memphis, Tennessee

Also Jayhawk Automatic-hydraulic Stackers, Jayhawk Hydraulic Loaders, Jayhawk Field Sprayers, Corn Stalk Lifters and revolutionary new Jayhawk Mobile Wedge Truck Hoist.



WYATT MFG. CO., INC.

Farm Implements Since 1903
Dept. B-194 Salina, Kansas



If you're searching for
EXTRA PUMP PROFITS

...don't overlook these

**TWO
NEW
PUMPS**



FIG. 3371

MULTI-STAGE JET PUMP

Built especially for those extra deep well jobs (up to 200 ft.) where higher pressures are required. Delivers up to 1175 G.P.H.—may be used for single or twin pipe jobs. 2- and 3-stage models, in $\frac{1}{2}$, 1 and $1\frac{1}{2}$ H.P. units. Easy to install... easy to service, too!



FIG. 3658

$\frac{1}{2}$ H.P. DEEP WELL PUMP

For deep well jobs where pumping level is not more than 130 ft. A completely packaged unit, less tank, with all famous features of Goulds Jet-O-Matic—yet priced for volume sales! Easily installed on single or twin pipe systems—capacities up to 670 gallons per hour!

See your distributor
or write
GOULDS PUMPS Inc.
Seneca Falls, N.Y.

GOULDS **WATER SYSTEMS**
Since 1848
FOR EVERY FARM AND HOME NEED

seed above and away from the fertilizer.

The variable spacing of applicators permits adapting the "GL" for 8-, 10-, 16-, or 20-inch spacing simply by altering the crossbar position on the frame. Notched coulters work ahead of each applicator, cutting the way through heavy trash stalks, and vegetation.

The manufacturers point out that hydraulic action provides for uniform planting depth and easy raising of the machine for making turns, etc.

Deming Co. President Dies after Long Tenure

GEORGE RAMSDEN DEMING, president of the Deming Co., Salem, Ohio, died December 5 in the University Hospital, Cleveland. He had been associated with the company for 49 years and president of the company since 1936.

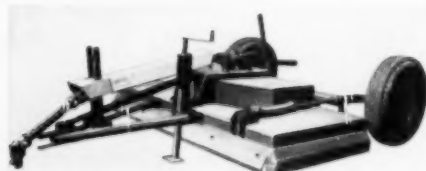
A life-long resident of Salem, Deming had been particularly active in community affairs. He participated in the development of the hospitals of Salem and was for 20 years affiliated with the Salem



George R. Deming

Public Library Board. He was a member of the golf and country clubs, Rotary Club, Chamber of Commerce, and the Board of Directors of the Farmers National Bank.

Why So Many Dealers Sell Multi-Purpose Wood's Rotary Cutters



UNUSUAL PARTS POLICY

Wood's Cutters are built to last. And they do—longer than competitive makes and under harder use. If a part fails, as one will occasionally on ANY machine, our attitude is...

WE ARE TO BLAME

We feel no part of the cost should be unloaded onto the dealer. So...

WE PREPAY FREIGHT ON WARRANTY REPLACEMENTS

And we gladly accept shipping charges on defective parts sent to us for examination.

WE DO THE ADVERTISING

It is also a basic belief of ours that THE CREATION OF CONSUMER DEMAND IS OUR JOB—not our dealer's. It's his job to make his store the place where farmers like to trade; to create confidence among his customers in ALL the products he sells. His advertising should be designed to accomplish these results, rather than attempt to build demand for our rotary cutters.

AND THE PRODUCT IS RIGHT

Ask any dealer who handles Wood's Rotary Cutters. He'll tell you there's no finer line of cutters made; that the cutting widths from 42" to 114" in hydraulic lift and drawbar types with one, two or three blades give him the best chance of matching each customer's specific need; that, if anything, Wood's Rotary Cutters are overbuilt to insure long life and low maintenance cost. He'll also tell you they're priced right—competitively, but with a good margin of profit for him.

- ★ 9 Models From 42" to 114" Cutting Swaths
- ★ Hydraulic Lift and Drawbar Types
- ★ Adjustable From Ground to 14" Height
- ★ Mow, Shred, Clip, Mulch—4 Machines In One
- ★ 3/16" Boiler Plate Blade Protection
- ★ Forged, Heat Treated Blades
- ★ Universal Joint Drive Has 50 Horsepower Capacity to Handle Largest Farm Tractor Power
- ★ Triple "B" V-Belt Drive
- ★ Highly Maneuverable in Close Spots
- ★ 8" or 15" Wheels
- ★ Overlapping Blades

For More Information, Write, Wire, Or Call Collect

WOOD BROTHERS MFG. CO.
17402 South 4th Street • Oregon, Illinois

Walter F. Deming Succeeds Late Father

WALTER F. DEMING was recently elected president of The Deming Co., Salem, Ohio, succeeding his father, George Ramsden Deming, who died December 5. The new president is of the fourth generation and is the fifth Deming to head the pump manufacturing organization. The company was founded as such in Salem in 1890 although its antecedents stretch back to 1856.

His great-grandfather, John Deming, was president from 1890 to 1894; his grandfather, W. F. Deming, from 1894 to 1921; his uncle, W. L. Deming, from 1921 to 1936; and his father, from 1936 to his death.

Deming is a graduate of Salem



Walter F. Deming

4

ways
to

be
sure!



1. CHECK WALL THICKNESS
2. CHECK FOR ODOR
3. CHECK FOR SMOOTH, DULL BLACK FINISH
4. CHECK GUARANTEE

when you buy **PLASTIC PIPE!**

only CARLON "the pipe with the stripe" meets all 4 specifications

To be sure you get the best, make these four tests . . . or . . . buy CARLON! It is the only plastic pipe that more than meets specifications established by the Thermoplastic Pipe Div., S. P. I., is free of impurities that give water a bad taste, has uniform dispersion of ingredients for maximum strength and unconditionally **GUARANTEES CUSTOMER SATISFACTION!**



Carlton



BUY THE PIPE
WITH THE STRIPE!

CARLON PRODUCTS CORPORATION



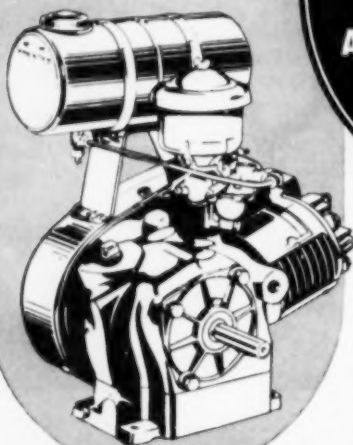
10300 MEECH AVENUE • CLEVELAND 5, OHIO

Manufacturing plants in Ohio, Colorado, N. Carolina, Oregon, Texas and Ontario • Export: H. E. Batzow, New York City

Send for literature

L 705-CF

CONTINENTAL ENGINES
ARE BACKED BY
GENUINE PARTS AND
AUTHORIZED SERVICE
IN EVERY COMMUNITY



New RED SEAL ..MODEL AU85..

(AIR-COOLED)

**A HUSKY 3 h.p. ENGINE
COMBINING EASY
STARTS, HIGH TORQUE,
LONG LIFE**

IT'S WISER THAN EVER, TODAY,
TO HANDLE THE MAKES OF
EQUIPMENT THAT FEATURE
CONTINENTAL RED SEAL POWER
• DEPENDABLE SINCE 1902 •

Continental Motors Corporation

AIR-COOLED INDUSTRIAL ENGINE DIVISION

12800 KERCHEVAL AVENUE • DETROIT 14, MICHIGAN



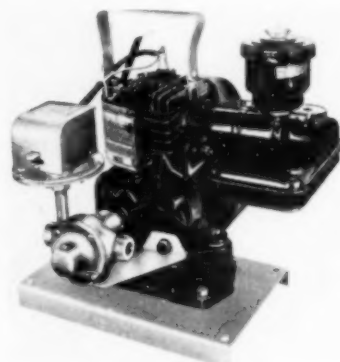
High School and Cornell University and has been with the company for 22 years, 12 of them as treasurer. He is a member of the Salem Rotary Club, Chamber of Commerce, Pump Manufacturers Association, is a director of the Farmers National Bank of Salem, and is vice-president of the Salem Golf Club.

Other officers elected were E. S. Dawson and H. E. Carlross, vice-presidents; Wilson J. Morlan, secretary-treasurer, and R. C. West who was named a director to fill a vacancy.

New Multi-purpose Gasoline Pump Offered

PORTABILITY AND functional simplicity are two of the features of a new gasoline engine-powered pump designed for multi-purpose industrial use by Hypro Engineering, Inc., manufacturers of roller and rubber impeller pumps with headquarters in Minneapolis, Minnesota.

The hollow shaft pump, Model G 3800 VS, mounts directly on the



drive shaft of a Model 5S 1 H.P. Briggs & Stratton gasoline engine and will run for 134 hours on a tank of fuel. The unit shown is equipped with a special vacuum switch to guard against "burned out" impellers when the liquid supply runs dry. Use of the switch means that the pump may be operated untended and will shut itself off when the pumping job is finished.

Weighing only 35 lbs., complete with engine, fuel tank, hinged carrying handle and base plate, the unit is also recommended by the manufacturers for farm, marine and home use.

Capacity of the pump is up to 8 gallons per minute open discharge. Pressure range of the pump is up

MR. DEALER we want YOU to Distribute The SOUTHLAND Implement Line

3-POINT MOUNTED SPRING - SPIKE & DISC HARROWS
MOLBOARD - DISC and WHEATLAND FLOWS

1 - 2 & 4 ROW SPRING OR TRIP SHANK CULTIVATORS

NO MIDDLEMAN, Here's YOUR Chance To Receive

DISTRIBUTOR DISCOUNT

Exclusive Only One Dealer Distributor To An Area
YOU NAME YOUR OWN PROTECTED TERRITORY

This is your opportunity to make 1954 your Best and Biggest Year,
while sales volume is dropping for other dealers.

ALL SOUTHLAND Implements are fully adjustable.
All our harrows are made to float with the ground contour.

SOUTHLAND is the only low priced line having all the best operating features, plus greater strength and longer life.

UNCONDITIONALLY GUARANTEED against wear or breakage from any normal operating hazard for six (6) months after retail sale.

SOUTHLAND IMPLEMENT CO.

709 9th Street North, Birmingham, Alabama
Birmingham 9, Alabama

to 30 lbs. It will lift water up to 10 feet unprimed, 22 feet primed, and has outside threaded ports to accommodate hose couplings. It will handle a wide range of liquids on transfer or booster pumping duty.

Bolens Products Div. Host to Sales Force

THE BOLENS Products Division of the Food Machinery and Chemical Corp. recently held a conference for their entire sales force in Port Washington, Wisconsin.

The representatives were welcomed by John H. Widder, sales manager of Bolens, and the week-long conference was concerned primarily with educational discussions and films of the products of the Division. Discussions concerning the company's new lines were led by H. F. Engelking, Harvey Ludwig, Hugh Gibson, and Mr. Widder.

As part of the educational program, the salesmen also heard talks by Fred E. Rosewater, Jr., and G. R. Sommers of the company's corporate offices on advertising and marketing problems.

A salesmen's presentation con-



Shown are sales representatives of the Bolens Products Division who attended the company's conference in Port Washington, Wisconsin

test was held, in which each representative gave a talk on a subject he selected from a list of suggestions. Titles included such subjects as "How I Put on a Demonstration" and "How I Switch a Dealer to My Line." Each salesman also was given the opportunity of operating equipment in the Bolens line during a period of field work.

Louis Wozar Appointed President Dayton Pump

LOUIS WOZAR, who for the past five years has served as assistant to Frank M. Tait, president of the Dayton Pump & Manufacturing Co., Dayton 1, Ohio, has been ap-

pointed president and general manager of the company.



Louis Wozar

THERE'S A BIG, PROFITABLE MARKET



*Swings
In and Out...
Grinds
Coming and Going*

FOR THE LANTZ SICKLE GRINDER

In the last few years this new-type sickle grinder has met ready acceptance among farmers, ranchers, highway and park maintenance crews. There are many more sales to be made in every locality... easy sales for dealers who will stock and display the Lantz Swinging Sickle Grinder. Dealers can also make extra income doing custom grinding.

FASTER, BETTER, EASIER GRINDING

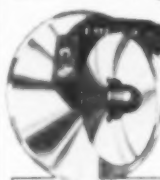
Sickles will cut better, stay sharp longer when sharpened on the Lantz. Assures faster weed and grass cutting. The grinding stone is mounted in a swinging arm... grinds coming and going. One man operates it; grinds sickles from 1 to 7 feet long. Spring loaded table keeps sickle section against stone. Grinds a uniform edge; maintains proper bevel, prolongs sickle life. A.C. motor for shop work... 3/4 h.p. gas engine for field work. Drilled for mounting on bench, wall or truck.

WRITE for literature giving full details on this fast selling item.

LANTZ MFG. CO., INC., Dept. SB-720, Valparaiso, Indiana



Wherever Moldboard Plows are used, you can sell...



LANTZ

2-Bladed Coulters

The best
COULTER BUY

Lantz
Kutter-Koller,
the original
2-blade coulters,
200,000 in use.

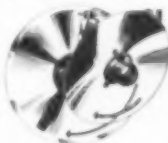
● Only Lantz makes 2-bladed coulters, and naturally two blades are better than one. The double slicing action enables a moldboard plow to cut through trash, roots and stubble which aids covering, gives

cleaner plowing once over.

Dynamometer tests (recorded pounds pull) prove that Lantz 2-Bladed Coulters pull no harder than other special coulters. They save costly friction on landside of moldboard because they produce less side draft than other special coulters.

NEW Model B LANTZ COULTER

New developments based on 15 years of Lantz experience as coulters specialists, give the Model B extra advantages.



Adaptable to plows with limited clearance, also to certain left-hand or 2-way plows. Arrows in cut show how disc blade crosses path of coulters blade to give rotary scissor action without binding. Model B and the Kutter-Koller give a choice of coulters to suit the conditions.

Write for literature and dealer information.

Lilliston Rotary Cutter Demonstrated by Movie

THE LILLISTON Implement Co., Albany, Georgia, has recently completed a motion picture demonstrating its rotary cutter, the Roto-Speed, it has been announced by John T. Phillips, Jr., executive vice-president.

This 12½-minute sound movie, filmed in full color, will be shown by company representatives to agricultural implement dealers throughout Lilliston's marketing area.

"The Roto-Speed's the kind of machine a dealer has to see to believe," said Mr. Phillips. "But as with other large implements, it has been difficult at times to arrange a demonstration. Now, with our film, we can show dealers the kinds of work the Roto-Speed can do for the farmer."

"We previewed our film before a distributor's sales convention in December and the showing was more than successful. Our salesmen agree that it is the finest selling tool we've ever used."

The motion picture was written

by Lilliston Implement Co.'s advertising agency, Mozley, George and Woollen, and was produced by Frank Willard's photocraft, both of Atlanta, Ga.

"If You Want to Sell Us. . ."

(Continued from page 129)

the combine to our farm, even though he was in the middle of his busiest season. In the end, we had to go to town and get the combine ourselves. Naturally, this cost us time and money.

"When buying the combine, we remarked the main-drive belt looked old, and we did not think it would last," Hearn added. "We also pointed out that the tongue looked like it needed welding."

"Oh, no," said the dealer, "my serviceman has assured me that the belt will last a long time, and if these things do not perform right, naturally we will make them good."

"So, we went along on faith. We took the combine to the farm and set it up in the field. The next morning, before we began our operation, we casually noticed that

NEW!

Available for Chain Sizes 1/4", 5/16", 3/8", 7/16", 1/2"

Buy Big Orange and You Buy The Best

Ask your Jobber or Write us



BIG ORANGE Shackle Chain HOOKS

Use on "High Test" Chain

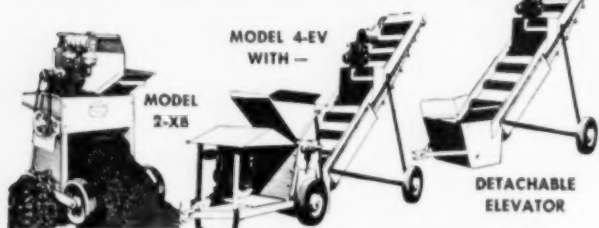
SAVES TIME—Can be attached anywhere on the job. Only a pair of pliers required.

SAVES EXPENSE—Strong and tough enough for use on "High Test" Chain. Will outlast several BBB or Proof-Coil Chains.

EXTRA STRONG—Even the pin is made of hi-strength steel and heat treated.

MIDLAND INDUSTRIES, INC.
CEDAR RAPIDS, IOWA

Sell the Compost Grinder THEY ARE ASKING FOR



The Nationally Advertised W-W COMPOST GRINDERS

Now you can sell the leading compost grinder and soil shredder in America. It's the W-W Compost Grinder that will screen, shred, or grind tough organic matter, wet or dry, into ideal compost material, mulch, or fertilizer. It will also mix and screen soil, compost, or other fertilizer fine enough for seeding flats. National advertising in leading publications has already sold thousands. It's a good money-maker in off seasons. Five models to choose from.

LIBERAL DEALER DISCOUNTS

SEND THIS COUPON FOR COMPLETE INFORMATION—

Sure I'm interested in becoming a W-W dealer. Send me complete details.

NAME _____

ADDRESS _____

TOWN _____ STATE _____

W-W GRINDER CORP.,
DEPT. 21, WICHITA, KANSAS

PAPEC Gives You 3 Chances to get the Order



Papec offers 3 models to choose from. So Papec dealers have 3 chances of getting the order against other dealers' one. Each of the Papec Forage Harvesters has ALL the features that enable them to do more in less time than other makes.

4 Easy-change Attachments—Direct Cut, Windrow Pick-up, Row-Crop, Cutter Bar.

Don't lose sales because you haven't just the size forage harvester your customer wants. Write Sales Manager, Papec Machine Company, Shortsville, N. Y. Information on the Papec Protected territory Contract will be sent promptly.

FEATURES

- Adjustable pitch windrow pick-up fingers
- Patented silage shelf on row-crop attachment
- Adjustable Axles
- Papec finger feed
- Big 7.50 x 24, 6-ply tires

A GOOD LINE TO HANDLE

PAPEC

FORAGE HARVESTERS
HAY CHOPPER-SILO
FILLERS
ENSILAGE CUTTERS
HAMMER MILLS
CROP BLOWERS
FEED MIXERS

SMITH

"Since 1888"

E-Z 5 GAL. KNAPSACK SPRAYER



Recommended
by Experiment
Stations and
Extension
Services

Finest knapsack sprayer made. Pump lever is
easy, high pressure with little effort. Zinc



D. B. SMITH & CO.

Send
for
Catalog

428 Main St., Utica 2, N. Y.
"Originators of Sprayers"

Canadian Rep. G. L. Cohoon
1265 Stanley St. Montreal 2, Canada

"This was just a case where the dealer showed a great interest in us until we had taken the piece of equipment off his hands. After that, he forgot all the nice promises he had made to us about keeping it in operating condition," Smith said. "In my opinion, this dealer made two mistakes. First, he did not place the equipment in good operating condition as agreed upon, and second, he made a lot of promises which he did not keep. Either one of these errors can mean the loss of a customer."

service in a day or so; however, if more time is required this will usually result in a real loss to us. Dealers could plan to have extra help during the peak service periods so that these emergencies could be handled with less loss of time for the customer."

In Smith's opinion, some dealers give favorable trade-in values depending upon who you are and the influence you wield upon your neighbors.

"We have benefitted in such instances and have found that some dealers give us a better price on new items because of the advertising value their equipment gets when seen in use by our friends. For example, on one recent deal for a piece of equipment, the dealer gave us a \$300 mark-down on the original price of the item. It sold for \$2900 at retail prices, \$2300 at cost, and he gave it to us for \$2600. This represented 50% of the dealer's gross profit in the transaction.

"However, most dealers do give good trade-in values on items which are sure of a quick resale. If the item is obsolete or slightly damaged, however, the story frequently changes. They will tell the farmer: 'Advertise and sell it yourself,' rather than make an offer for the old equipment. Too many just don't want to bother with helping the farmer. They don't realize that most farmers are busy and will leave the item lying around the farm gathering rust for years without making an effort to sell it. Why, in most cases, if the dealer would make a courtesy offer of from \$25 to \$50, he would be able, in most cases, to pick up pieces of equipment with values ranging from \$75 to \$150, and the farmer would be grateful that he took it away!

"Spare parts service is closely tied in with general service on equipment. For the most part, dealers carry most of the more common parts in stock, particularly those for the newest line of equipment. However, they seem to forget at times that many farmers are still using last year's models and will need parts for them. These dealers should keep more accurate account of the equipment they have sold and be prepared to service it when trouble develops.

"A point many dealers overlook is that we need little items all the time—points, condensers, spark plugs, bolts, and similar items—to keep our equipment operating at top efficiency. Yet, if we want these items, we either have to

The "3-Speed" Line!

Planet Jr.



PLANETIZED SWEEPS

**give you more
sales opportunities!**

Whether a customer cultivates at low, medium or high speeds, you can supply him with exactly the sweeps he wants when you carry the Planet Jr. line. This means more sales opportunities . . . more sales for you. And you'll be selling the finest steels on the market, too . . . every one is "Planetized", an exclusive process of hardening and tempering that results in longer life, and toughness without brittleness.

LOW SPEED



"CROWN"
4" to 18"

MEDIUM SPEED



"TRACTOR"
6" to 24"

HIGH SPEED



"SPDE"
4" to 24"

Over 200 sizes and shapes
in Planet Jr.
line of
steak!

**SALESMAKER!**

Self-service display rack makes sales, saves space. Available at cost-price.



SEND FOR DETAILS TODAY!

S. L. ALLEN & CO., Inc.

3421 N. 5th St., Phila. 40, Pa.

make a trip to town or stock them. But, a sharp dealer could make periodic visits to his customers, tune up the machinery and replace old or aging parts at nominal prices and make us friends and customers for life.

"As it is now, if something goes wrong with our equipment, we have to call the dealer and pay his serviceman \$6 for the call before he so much as looks at the equipment. This makes maintenance an expensive item in the farm budget.

"Another tendency dealers have at least in the metropolitan areas is to rely too much on their regional sources of distribution for parts and, therefore, do not stock adequate quantities of them. Dealers should either give adequate parts service or turn all this business over to the distributor and advertise this fact to his customers.

"This whole service and spare parts question brings to mind a dealer attitude which should be developed. No piece of equipment is infallible, so why don't the dealers admit this when selling items to farmers. We know that there are going to be troubles arising when we use the equipment and would appreciate a dealer saying,

'Our equipment is not foolproof, but if you buy our line, we will keep it in top operating condition for you.' Of course, a dealer should not adopt this attitude if he does not propose to back it up. Dealers who understand the farmer's desire to get his money's worth will keep their service and maintenance charges in line and thereby provide real, helpful, satisfying service to their customers."

To the questions, "What about the price you pay for your equipment? Is it right?" Smith answered in this way, "We usually find the price of equipment is not the immediate objective. If dealers give us an item which does the job well, then, the price justifies itself in the long run. But what burns our budgets up and puts us in a hole is when parts continually wear out before they are supposed to or when the machine simply breaks down long before its life expectancy is reached. This makes some equipment highly expensive."

In summing up their viewpoints, Smith and Hearn said this, "Dealers should put themselves in the farmer's position more and not simply try to make a dollar today

They should be thinking of tomorrow and next year when they sell today's equipment.

"Leave off pressure selling. We are not fooled by those grand promises and deeply resent them because we know its too hard to live up to the rash offers sometimes made. Dealers who use pressure selling are only hurting themselves.

"Don't waste time trying to sell us an inferior product. We are going to buy the best in the market and through our backyard conversations, we will determine which one is the best. If your equipment doesn't have a top reputation, then, urge your manufacturer to give you a product which will allow you to compete with the best of them.

"Finally, if your machinery is the best, and you do not live up to the glib little promises you make while selling it, you won't find us coming back to buy more equipment from you.

"In short, if you want to sell us, boys, you have got to give us the best equipment for our money, and then, you have got to see that we stay happy with it . . . or our next piece of equipment will come from somebody else!"

FOR BEST ELECTRIC FENCE PROFITS-SELL GUARANTEED



**LOW-COST
PROTECTION
for
FARMERS
and
GARDENERS**

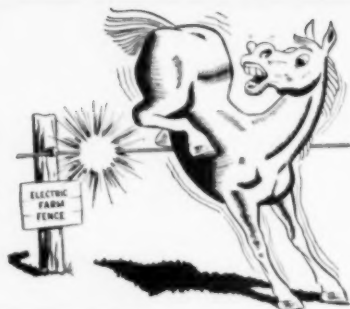
One unit charges up to 15 miles of single-wire fence.



**PH-5 FOR
115-V. POWER**



BATTERY MODEL D



**RETAIL
PRICES
as low as
\$12.95**

Sold by leading
jobbers
everywhere



**Battery Adapter
for Model D**

SHOX-STOK, INC.

613 MAIN ST.

WELLINGTON, OHIO

STAR

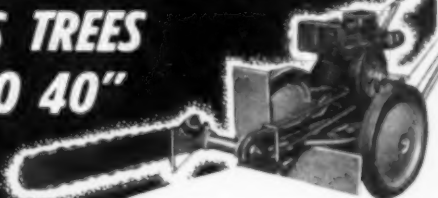
SERVICE SHARES

**Fully
GUARANTEED
AS TO QUALITY,
FIT, AND
FINISH**

Patterns are available for practically all plows, listers, middle-breakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog.

STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U. S. A. (EST. 1873)

New WHIZ CHAIN SAW FELLS TREES UP TO 40"



attachment for WHIZ
20" and 26" units



SHOW YOUR CUSTOMERS THE WHIZ CHAIN
SAW AND WATCH SALES INCREASE

New WHIZ chain saw unit is a real workhorse. Tough Disston steel blade cuts trees up to 40". Safe and fast for one man to operate. Powered by 2½ H.P. or 5 H.P. Briggs & Stratton gasoline engine, v-belt driven. Ideal for all purpose farm jobs, construction projects, tree trimming, etc.

Other Root built WHIZ 20" and 26" interchangeable attachments include: Circular Saw, Mower, Edger, Self-Propelling Unit, Cordwood Cutoff, Rotary Tiller, Posthole Digger, Snow Blower.

If your Jobber cannot supply you—write



CIRCULAR SAW



GRINDER

ROOT MANUFACTURING CO., INC.

127 East Eleventh St.

Baxter Springs, Kansas

You can Sell this

NEW

BLUE

Utility
SPRAYER

with the "BLUE TWIN" (Piston Type) Pump



Utility
Sprayer
for
Tractor
PTO
Drive

Complete kit for tractor PTO shaft including zero to 400 pounds Selector Type Pressure Regulator. This all new regulator eliminates troublesome pressure gauge and air cushion and gives smooth accurate control of pressure with a turn of the adjusting handle.

The BLUE Engine Driven Sprayer

A rugged, easily transported unit with all the features of the Utility Sprayer. Recommended for all non-tractor uses. Has 4-cycle 2½ HP Briggs and Stratton gasoline engine driven by heavy duty "V" belt.



Send for FREE Catalog and Price Information

JOHN BLUE CO., INC. HUNTSVILLE, ALABAMA
Dependable Farm Equipment Since 1886

TRACTOR FERTILIZER DISTRIBUTORS
HORSE DRAWN PLANTERS
LIQUID FERTILIZER DISTRIBUTORS
(Exclusive America)

TRACTOR DRAWN DISC HARROWS
HORSE DRAWN DISC HARROWS
TRACTOR CROP RUSTLER

TRACTOR STALK CUTTERS
HORSE DRAWN DISTRIBUTORS
TRACTOR ADJUSTED SPRAYERS

THERE'S MORE THAN ONE WAY TO MAKE A TRACTOR SALE...

TUFFY Easily-handled, 1 h.p.
powerhouse for 101 jobs.
Selection of nine attachments.

Super TUFFY 1½ h.p. big
brother to Tuffy
with new features, greater power, many
extra selling points.



MODEL BP-1 2 h.p., heavy-
duty tractor for
farm or round-the-home use. Eighteen
attachments available.



MODEL B-8
Larger, more powerful version of the BP-1,
with many extra features. For
rugged duty. Available
with reverse.

PLANET JR. OFFERS YOU FOUR!

You turn more "lookers" into actual customers when you offer them the choice Planet Jr. provides. Get acquainted with this profit-making line right away... see how many more sales opportunities you can have...

Send for Complete Details Today!



Planet Jr.®

S. L. ALLEN & CO., Inc., 3421 N. 5th St., Phila. 40, Pa.

ADVERTISER'S INDEX

A

Ackerman-Steffan Div. Parker Mfg. Co. *

Acme Shear Company *

Acorn Adhesives Co., Inc. *

Airex Corporation 83

Aladdin Laboratories, Inc. *

Allen & Company, Inc., S. L. 161, 163

Allen Mfg. Company, W. D. 6

Allis-Chalmers Mfg. Company 166

Alproco, Inc. 131

Aluminum Goods Mfg. Co. *

American Chain & Cable Co., Inc. 114

American Pad & Textile Co. 112

American Red Cross *

American Steel & Wire Co. *

Cyclone Fence Div. 30

Ames Co., O. 77

Animal Trap Co. of America *

Arvey Corporation *

Asbestos Textile Div. *

Raybestos Manhattan, Inc. 13

Atlantic Steel Co. 60

Atlas Asbestos Co. *

Atlas Tack Corporation *

B

Barcelo Mfg. Co. *

Barrett Division Allied Chemical & Dye Corp. *

Bassick Co. *

Belmont Stamping & Enameling Co. 86

Bernz Company, Inc., Otto *

Bethlehem Steel Corp. 1

Bettis Corp. *

Bevin-Wilcox *

Blue Co., Inc., John 163

Boker & Co., Inc. H. 31

Bolen Products Division Food Machinery & Chemical Corp. 57

Bradson Company, The 26

Bristol Horton, Inc. 35

Butler Mfg. Co. 151

C

Calbar Paint & Varnish Co. *

Campbell Chain Co. 132

Cape Cod Line Company *

Carlson Products Corporation 151

Case Co., J. I. *

Caswell Manufacturing Co. *

Champion DeArment Co. 100

Chapin Mfg. Works, Inc., R. E. *

Chapman Chemical Co. 84

Chattanooga Implement & Mfg. Co. 24

Cheney Hammer Corp., Henry 103

Chicopee Manufacturing Co. 55

Clark Brothers Bolt Co. 96

Classified Ads 118

Clemson Bros., Inc. 94

Cleveland Mills Company *

Coal Chemicals Div. *

U. S. Steel Corp. 81, 82

Cole Hot Blast Manufacturing Co. *

Coleman Company, Inc. 17

Colorado Fuel & Iron Corp. *

Wickwire Spencer Steel Div. 38

Colt's Mfg. Co. 20

Columbian Enameling & Stamping, Inc., Metal Industries Div. *

Columbian Rope Co. 27

Columbiana Pump Co. 117

Consolidated Metal Products Co. 90

Consumers Glue Co. 116

Continental Motors Corp. 158

Continental Seal Corp. *

Cooper Manufacturing Co. 101

Corning Glass Works 25

Crescent Tool Co. *

Crown Dairy Supply Co. *

Cruible Steel Company 128

Cyclone Fence Dept., United States Steel Corp. 30

D

Davis Company, H. B. 32

Dayton Pump & Mfg. Co., The 28, 29

Dazey Corp. 18

Decatur Pump Company *

Decorite, Inc. *

Deere, John 127

Delta Power Tool Div. *

Rockwell Mfg. Co. *

Deming Company 145

Dempster Mill Mfg. Co. 136

Dicks-Pontius Co. *

Dietz Company, R. E. 112

Draper-Maynard Company *

Duro Company, The 102

E

Eclipse Lawn Mower Co. *

Electric Service Systems 100

Electric Wheel Company 137

Empire Plow Co. 119

Enterprise Mfg. Co. 21

Evans & Company 105

F

Fabrics, Incorporated *

Fairbanks, Morse & Co. *

Faris Mfg. Co., W. W. 102

Farm Tools, Inc. *

Federated Mutual Implement & Hdw. Insurance Co. 89

Ferguson, Inc., Harry 139

Fiske Brothers Refining Co. (Lubriplate Division) *

Fittler Co., Edwin H. 111

Fleming & Sons, Inc. 120

Flint & Walling Mfg. Co., Inc. 143

Fond Du Lac Roller Corp. 88

Ford Motor Co. *

Tractor & Implement Division 134, 135

Frabill Mfg. Co. 105

Fuller Tool Company, Inc. *

G

General Steel Warehouse Co., Inc. 78

Geuder, Paeschke & Frey Co., J. 47

Gould Pumps, Inc. 155

Graham & Co., Inc., John H. (King Cotton Cordage Div.) *

Greenlee Tool Co. 80

Griffin Co., G. W. *

Griffin Mfg. Company 104

H

Hamilton Mfg. Corporation *

Hanson Scale Co. *

Heineke & Company *

Herschel Mfg. Co., Inc., B. 185

Hillich & Bradsky Co. *

Hodell Chain Co. 92

Horrocks Ibbotson Co. *

I

Ideal Brass Works, Inc. *

Ilgoo Water Cans & Coolers *

Indiana Steel & Wire Co. 113

Ingersoll Products Division Borg-Warner Corp. (Discs) Fourth Cover

International Electric Co. 111

International Harvester Co. (General Line) 125

Irwin Auger Bit Co. *

J

Jackson Manufacturing Co. 93

Jackson Mfg. Co. (Fans & Lawn Mowers) *

Jacobsen Manufacturing Co. 39

Jet Drill Company *

Johnson, Inc., Edward E. 22

Johnston Lawn Mower Corporation *

Jones & Laughlin Steel Corp. 15

K

Kellogg Brush Mfg. Co. *

Keystone Steel & Wire Co. *

Keystone Wire Cloth Co. *

King Hardware Co. 12

King Plow Co. 165

L

Lamson & Sessions Co. 59

Lantz Mfg. Co., Inc. 159

Larson Co., Chas. O. *

Lavelle Rubber Company *

Leonard Company 51

Lewis Engineering Company *

Libby Owens, Ford Glass Co. 44

Linen Thread Co., Inc. *

Lombard Governor Corp. *

Love Brothers Co. 49

Lubriplate Division (Fiske Brothers Refining Co.) *

Lucky Bunny Bait Company *

Lufkin Rule Co. *

M

Mall Tool Company *

Marble Arms Corp. 115

Marine Products, Inc. *

Marshalltown Trowel Co. 118

Massey-Harris Co. 149

Master Lock Co. 2

Master Rule Mfg. Co. 117

McKinney Mfg. Co. *

Midland Company 142

Midland Industries, Inc. 160

Millers Falls Co. 14

Midwest Tool & Cutlery Co. 110

Minneapolis Moline Co. 153

Minnesota Mining & Mfg. Co. *

Modern Displays *

Moto-Mower Company 3

Murray Company of Texas 4

Murray Ohio Mfg. Co. *

Myers & Bros., F. E. *

N

National Guard Products, Inc. *

National Lock Co. 107

National Metal Products Co. *

National Screw & Mfg. Co. Second Cover

Neatslens Company 114

New Britain Machine Co. 58

New Holland Machine Co. 146, 147

New Idea Division AVCO Mfg. Corp. 140, 141

New York Wire Cloth Co. 40, 41

Newton Line Co., Inc. 115

Nicholson File Co. 45

North Bros. Co. *

North Wayne Tool Co. 94

Nixdorff Krein Mfg. Company. *

O

Oakes Manufacturing Co. *

Ocean City Manufacturing Co. *

Olin Industries, Inc. 9

Olin Industries, Inc. (Electrical Division) 9

Ox Fibre Brush Co., Inc. 23

P

Palmer Tool Corporation *

Papee Machine Co. 160

Park Sherman Mfg. Co. 108

Parker Mfg. Co. 26

Parrish Co., J. Shepherd 116

Patterson Sargent Co. 11

Peaslee-Gaulbert Paint & Varnish Co. *

Peck, Stow & Wilcox Company *

Peerless Freezer Co. 108

Peters Cartridge Div. *

Phoenix Manufacturing Co. *

Pioneer Copperage Co. *

Pittsburgh Steel Co. 33

Plastex Company, The 43

Plumb, Inc., Fayette R. *

Plymouth Cordage Co. 52, 53

Q

Quinn Wire & Iron Works *

R

Rain-Beau Products Co. 35

Red Devil Tools Third Cover

Red Head Brand Co. 10

Red Jacket Mfg. Co. *

Reeve Co. 75

Remington Arms Co. *

Republic Steel Corp. *

Revere Copper & Brass Inc. 37

Reynolds Metal Company *

Richards-Wilcox Mfg. Co. *

Rockwell Mfg. Co., Delta Power Tool Div. *

Rogers Isinglass & Glue Co. *

Root Manufacturing Co. 163

Rowe Tool Co. *

RPM Mfg. Co. *

Ruberoid Co. *

Russell, Bardsall & Ward Bolt and Nut Co. *

S

Sandvik Saw & Tool Corp. 76

Samson Cordage Works 7

Scharf Mfg. Co., J. H. *

Schlueter Manufacturing Co. *

Seavil Manufacturing Company *

Seal-Dri Sportswear Co. *

Sealand, Inc. 35

Servis Equipment Company *

Seymour Smith & Son, Inc. 97

Shaw Mfg. Co. *

Shawnee Mfg. Co., Inc. *

Shox-Stok, Inc. 162

Shepherd Laboratories 114

Simplicity Manufacturing Co. *

Smith & Co., D. B. 161

South Bend Bolt Company *

South Bend Toy Mfg. Co. 96

Southern Screw Co. 117

Southern States Iron Roofing Co. *

Southland Implement Co. 158

Spraying Systems Co. 152

Springfield Co., The 35

Stanley Tools *

Stanley Works *

Star Mfg. Co. 162

Stratflo Prod., Inc. 115

St. Croix Corporation *

Sunset Line & Twine Co. 107

Swan Rubber Co. 89

Swing-A-Way Mfg. Co. 109

T

Taylor Chain Co., S. G. 79

Tennessee Coal, Iron & R. R. Co. 87

Tip Top Prod. Co. *

Tractor & Implement Division, Ford Motor Co. 134, 135

True Temper Corporation *

Turpentine & Rosin Factors, Inc. *

U

Union Hardware Co. 35

United States Steel Corp. 30, 87

United States Steel Corp., Coal Chemicals Div. 81, 82

Union Fork & Hoe Company Front Cover

Universal Covering Corp. 115

Universal Lamp Co. 108

Unica Duxbak Corp. 109

Utica Drop Forge & Tool Co. 95

Upton Brothers, Inc. 112

V

Victor Saw Works, Inc. 94

W

Want Ads 118

Warp Bros. 120

Warren Tool Corp. 16

Warwood Tool Company *

Wickwire Bros., Inc. 99

Wickwire Spencer Steel Div. of the Colorado Fuel & Iron Corp. 38

Wickwire Spencer Steel Div. of the Colorado Fuel & Iron Corp. (Coburn Products) 98

Winchester Repeating Arms Co. (Ammunition) *

Winchester Repeating Arms Co. (Guns) *

Wire Products Company 117

Wisconsin Motor Corp. 133

Wood Brothers Mfg. Co. 156

Wood Co., Joseph T. 35

Wood Co., T. H. 35

Woodruff & Sons, Inc., F. H. 113

Wright Steel & Wire Co., G. F. 111

W-W Grinder Corp. 160

Wyatt Mfg. Co. 154

Y

Yale & Towne Mfg. Co. *

Yardley Plastics Company *

Yazoo Mfg. Company 91

WHEEL-O-MATIC



KING'S NEW WHEEL-TYPE TANDEM DISC HARROW

FEATURES:

- Timken bearing drop center wheels (15")
- Easy Transport on any roads for moving from one field to another
- Wheels also used to gauge desired cut
- Adjustable leveling hitch
- Mounting for ASAE 8" stroke hydraulic cylinder
- Depth control for single acting cylinders
- Special analysis white iron bearings

SPECIFICATIONS: 7½" spacings on harrows with 16, 18 or 20" disc blades furnished in 6½, 7½, 9' and 10½' widths.

9" spacings on harrows with 22, 23, 24" disc blades furnished in 6 and 7½ foot widths.

Ask your Jobber Salesman for complete information, or write direct to—

KING PLOW COMPANY
ATLANTA, GA.

Distributorships available in some territories.



Shown at left is the Model CA Tractor with spinner-type plow working on a hillside. Throwing all furrows uphill keeps the upper tractor wheel always in the furrow for safety and comfort, as well as combatting the downward movement of the soil.

Smooth Start FOR PRECISION FARMING

Modern tillage is reaching in two directions: (1) toward better control of water and erosion; and (2) toward new exactness in planting and cultivating. On many farms, the two-way moldboard plow holds the key to real progress in both.

Today, the Allis-Chalmers line includes two-way plows for every size of farming operation: two-furrow "spinner" type plows for CA and WD-45 Tractors, two-way single-furrow mounted plows for B and G Tractors. All of these implements are reasonable in price and simple to operate, either on level land or on hillsides.

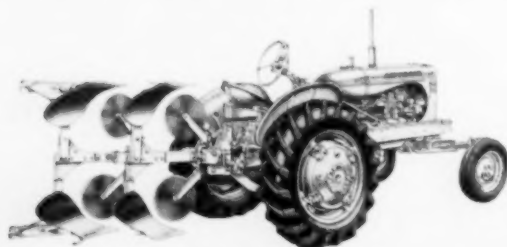
Enthusiastic customers include irrigation farmers with carefully leveled fields, farmers on rolling land

who turn all furrows uphill against erosion, and others with problems such as maintaining uniform slopes between terraces or surface drainage ways.

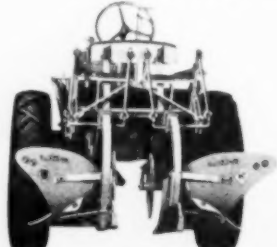
In addition to meeting these special needs in erosion control, irrigation, and drainage, Allis-Chalmers two-way mounted plows offer every farmer the advantage of smoother fields with no dead furrows or back furrows to hamper uniform planting, clean cultivating, and easy harvesting.

Two-way plowing is better plowing — the smooth start toward precision farming.

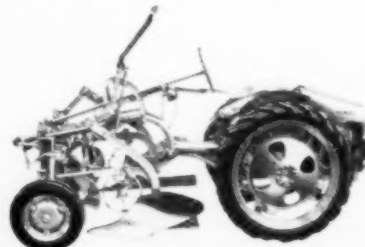
ALLIS-CHALMERS
TRACTOR DIVISION • MILWAUKEE 1, U. S. S.



Model WD-45 with
Two-Bottom Spinner Plow



Model B with
Two-Way Single-Furrow Plow



Model G with
Two-Way Front-Mounted Plow

A line
to suit
every
customer's
need



Red Devil

WOOD SCRAPERS

Designed to do a cleaner job—easier

Visit us at Booth 32
National Hardware Show
October 5th to 9th

#0—The right price for your largest market—the homeowner. Perfect for window sash work and tight quarters.

#40—7" overall length and perfect balance combine to make this all-around scraper the fastest seller any dealer can stock. 1½" double blade.

#50—The fastest wood scraper on the market. 9" length gives perfect leverage in any position. Shaped to ease and speed scraping. 2½" double blade.

#8—Perfectly balanced pistol grip promotes more even scraping—reduces hand fatigue. Requires less pressure to remove tough, old finish or even down rough spots. 2½" double blade.

#CS-1—Keen cemented carbide blade lasts 100 times longer. 4 edges, 4 different-shaped corners remove paint from metal, wood, masonry, etc., with ease equalled by no other scraper. All-steel, finely balanced handle. 2½" blade.

#WS-7—All-aluminum handle makes this the perfect scraper for heavy duty and long use. Designed for fast, effortless scraping with perfect leverage in all positions. 2½" double blade.

Interchangeable Scraper Blades
Stock Red Devil Blades for repeat sales. All Red Devil Blades are replaceable (except #0)—a saving for your customers and an added profit-maker for you.



Send for Red Devil's New 96 Page
Catalog No. 21. Write Dept. HR

8005

Red Devil Tools.

IRVINGTON 11, N. J., U. S. A.



IT'S THE

Notch in cut-out discs

THAT MAKES THE DIFFERENCE

To the naked eye, the notches in this great Ingersoll Dura-Notch Disc *look* little different from those in any other cut-out disc. But they're actually *so different* they're *revolutionary!*

That's because these notches are made by a new and exclusive Ingersoll method® that assures far greater toughness and strength throughout the entire curve of the notch. There is absolutely no grinding of the notch—so the danger of grinding cracks, which might cause weakness in the notch, is completely eliminated!

Toughest Cut-Out Discs Made!

Result: terrific resistance to the impact and shock of unusually tough tillage jobs. In recent impact tests, for example, *Dura-Notch* Discs withstood up to 100 blows of a 200-pound hammer dropped 40 inches—*without failure!* In the same series of tests, every *ground-notch* disc tested (made of the same analysis steel) broke or cracked beyond use after only 1 to 10 such blows.

Such remarkable results prove the superior toughness of *Dura-Notch* Discs. So when the tillage job calls for cut-out discs, be sure to specify Ingersoll *Dura-Notch*. They're made better — to last longer.

Ingersoll



Allis Chalmers new WD 45 tractor and No. 40 disc harrow equipped with Ingersoll Dura-Notch Discs



*Patent pending

Specialists in tillage steels—
world's largest manufacturer of discs

Ingersoll Products Division



Borg-Warner Corporation

310 South Michigan Ave., Chicago 4, Illinois